CASH BOX

April 3, 1982

NEWSPAPER

$2.75

Rev. Al Green

NARM Convention Issue

Expanded Merchandising Section

The Sound That Seduces...
The Style That Scores

O'BRYAN
DOIN' ALRIGHT

Doin' Alright. ST-12192 The sensational debut album featuring the single smash **"The Gigolo"** B-5067 plus **"Still Water (Love)"** and **"Mother Nature's Callin'"**

Executive Producer: Don Cornelius

Capitol Records

© 1982 CAPITOL RECORDS, INC

Give the gift of music.

CASH BOX

THE INTERNATIONAL MUSIC / COIN MACHINE / HOME ENTERTAINMENT WEEKLY

VOLUME XLIII — NUMBER 44 — April 3, 1982

GEORGE ALBERT
President and Publisher

NICK ALBARANO
Vice President

ALAN SUTTON
Vice President and Editor In Chief

J.B. CARMICLE
Vice President and General Manager, East Coast

JIM SHARP
Vice President, Nashville

RICHARD IMAMURA
Managing Editor

MARK ALBERT
Marketing Director

East Coast Editorial
FRED GOODMAN, *Bureau Chief*
LARRY RIGGS
JIM BESSMAN

West Coast Editorial
MARK ALBERT, *Radio Editor*
MICHAEL GLYNN, *Audio/Video Editor*
MICHAEL MARTINEZ, *Marketing Editor*
JEFFREY RESSNER

Research
KEN KIRKWOOD, *Manager*
BILL FEASTER
MIKE PLACHETKA
HARALD TAUBENREUTHER
GREGORY D. LESCHISHIN

Nashville Editorial/Research
JUANITA BUTLER
TIM STICHNOTH
TOM ROLAND

Art Director
LARRY CRAYCRAFT

Circulation
THERESA TORTOSA, *Manager*

PUBLICATION OFFICES
NEW YORK
1775 Broadway, New York NY 10019
Phone: (212) 586-2640
Cable Address: Cash Box NY
Telex: 666123

HOLLYWOOD
6363 Sunset Blvd. (Suite 930)
Hollywood CA 90028
Phone: (213) 464-8241

NASHVILLE
21 Music Circle East, Nashville TN 37203
Phone: (615) 244-2898

CHICAGO
CAMILLE COMPASIO, *Coin Machine, Mgr.*
1442 S. 61st Ave., Cicero IL 60650
Phone: (312) 863-7440

WASHINGTON, D.C.
EARL B. ABRAMS
3518 N. Utah St.,
Arlington VA 22207
Phone: (703) 243-5664

MIGUEL SMIRNOFF
Director of South American Operations

ARGENTINA — MIGUEL SMIRNOFF
Belgrano 3252, Piso 4 "B"
Buenos Aires, Argentina
Phone: 89-6796

AUSTRALIA — ALLAN WEBSTER
23 Young Street
Neutral Bay N.S.W. Australia 2089

BRAZIL — CHRISTOPHER PICKARD
Av. Borges de Mederios, 2475
Apt. 503, Lagoa
Rio de Janeiro, Brasil
Phone: 294-8197

CANADA — KIRK LePOINTE
420 Gloucester Street, #107
Ottawa, Ontario, Canada, KIE 7T7
Phone: (613) 235-7743

GERMANY — GERHARD AUGUSTIN
Oettingenstrasse 66
8 Munich 22
Phone: 089-221363
Telex: 5-29378

ITALY — MARIO DE LUIGI
"Musica e Dischi" Via Giennone 2
20154 Milan, Italy
Phone: (02) 389-059/389-936

JAPAN — Adv. Mgr., SACHIO SAITO
Editorial Mgr., KOZO OTSUKA
3rd Floor of Chuo-Tatemono bldg.
2-chome, 11-1, Shinbeshi, Mineto-ku,
Tokyo Japan, 105
Phone: 504-1651

NETHERLANDS — CONSTANT MEIJERS
P.O. Box 1807
1200 BV Hilversum
Phone: 035-19841

SPAIN — ANGEL ALVAREZ
Lopez de Hoyos 178, 5 CD
Madrid — 2 Spain
Phone: 415 23 98

UNITED KINGDOM — PAUL BRIDGE
608 Kings Road, London SW6 England
Phone: 01-834-1120

SUBSCRIPTION RATES $110 per year anywhere in the U.S.A. Published weekly by CASH BOX (ISSN 0008-7289), 1775 Broadway, New York, N.Y. 10019. Printed in the U.S.A. Second class postage paid at New York, N.Y., and additional mailing offices.

©Copyright 1982 by the Cash Box Publishing Co., Inc. All rights reserved. Copyright under Universal Copyright Convention.

POSTMASTER: Send form 3579 to CASH BOX, 1775 Broadway, New York, N.Y. 10019.

EDITORIAL Try It — You'll Like It

In our continuing effort to serve the music industry, this week **Cash Box** is proud to announce a new look and expanded coverage in the retail and video sectors. In keeping with the latest trends in the marketplace, **Cash Box** feels that our newest additions will better serve the industry with useful and usable information.

First of all, our new Regional Album Analysis in the Merchandising section features a detailed breakdown by region of the hottest albums saleswise. It is our belief that this new feature can help retailers by showing which records are hot on a regional basis, in addition to the national action reflected by the charts.

For those who carry videocassettes and related items, **Cash Box** is debuting a Top 30 Videocassettes chart. Unlike any other in the industry, the **Cash Box** chart will be compiled on a weekly basis, thereby giving the most accurate information available in this fast-moving market. The chart reflects rental action primarily, but doesn't neglect sales — an approach based on our reading of the current state of the market.

In addition to the new features, we are increasing our emphasis on the many possibilities that exist for retailers. For instance, this week, on top of our coverage of the issues that will undoubtedly be discussed at this week's National Assn. of Recording Merchandisers (NARM) convention, we are spotlighting Dance/Exercise Records, Home Video Games and Midlines — three potentially lucrative areas for retailers. Add to this our exclusive coverage of the jukebox and arcade games industry . . . and you get the picture.

We at **Cash Box** feel that as the marketplace changes, it is the responsibility of a trade publication to change with it. We've done just that, and here it is. Try it — you'll like it.

DEPARTMENTS
Black Contemporary 47
Classifieds 56
Country 40
Gospel 37
International 51
Jazz 50
Merchandising 16
Radio 38
Video 36
FEATURES
Coast To Coast 14
Executives On The Move 53
Editorial 3
New Faces To Watch 10
CHARTS
Top 100 Singles 4
Top 200 Albums 54,55
Black Contemporary Albums 47
Black Contemporary Singles 48
Country Albums 41
Country Singles 42
Gospel Albums 37
International Albums, Singles 51
Jazz Albums 50
Rock Album Radio Report 39
Top 30 Videocassettes 36
REVIEWS
Albums 8
Singles 10

ON THE COVER

Al Green has tasted the success that comes with a string of gold pop hits. As the former R&B love crooner will tell you, "Pop Music can put clothes on your back, but it can't put joy in your heart."

Thus, Green has shifted gears in his career and become a Grammy-winning gospel artist, matching his Grammy-winning pop career. Having become an ordained minister, the performer has turned the energy he at one time used to make women swoon into the Lord's word.

Having recently won a Grammy for the song "The Lord Will Make A Way," Green returns with his latest release, "Higher Plane," and will make firm this new music direction. There's little doubt that Green will repeat his successes, this time with joy in his heart.

TOP POP DEBUTS

SINGLES	68	**MAN ON YOUR MIND** — Little River Band — Capitol
ALBUMS	36	**ASIA** — Geffen

NUMBER ONES

POP SINGLE
THAT GIRL
Stevie Wonder
Tamla/Motown

B/C SINGLE
THAT GIRL
Stevie Wonder
Tamla/Motown

COUNTRY SINGLE
BIG CITY
Merle Haggard
Epic

JAZZ
THE DUDE
Quincy Jones
A&M

Stevie Wonder

POP ALBUM
BEAUTY AND THE BEAT
The Go-Go's
I.R.S./A&M

B/C ALBUM
LOVE IS WHERE YOU FIND IT
The Whispers
Solar/Elektra

COUNTRY ALBUM
BOBBIE SUE
Oak Ridge Boys
MCA

GOSPEL
WHEN ALL GOD'S CHILDREN GET TOGETHER
Rev. Keith Pringle
Savoy

CASH BOX TOP 100 SINGLES

April 3, 1982

		3/27	Weeks On Chart
1	**THAT GIRL** STEVIE WONDER (Tamla/Motown 1602 TF)	2	12
2	**I LOVE ROCK 'N ROLL** JOAN JETT & THE BLACKHEARTS (Boardwalk NB7-11-135)	1	9
3	**WE GOT THE BEAT** GO-GO'S (I.R.S./A&M IR-9903)	4	11
4	**CENTERFOLD** THE J. GEILS BAND (EMI America A-8012)	3	22
5	**MAKE A MOVE ON ME** OLIVIA NEWTON-JOHN (MCA-52000)	6	8
6	**OPEN ARMS** JOURNEY (Columbia 18-02687)	5	12
7	**MAIN THEME FROM "CHARIOTS OF FIRE"** VANGELIS (Polydor/PolyGram 2189)	9	17
8	**FREEZE FRAME/ FLAMETHROWER** THE J. GEILS BAND (EMI America B-8108)	11	7
9	**KEY LARGO** BERTIE HIGGINS (Kat Family WS9 02524)	10	22
10	**PAC-MAN FEVER** BUCKNER & GARCIA (Columbia 18-02673)	7	15
11	**SHAKE IT UP** THE CARS (Elektra E-47250)	8	20
12	**DON'T TALK TO STRANGERS** RICK SPRINGFIELD (RCA PB-13070)	18	5
13	**(OH) PRETTY WOMAN** VAN HALEN (Warner Bros. WBS 50003)	20	8
14	**BOBBIE SUE** OAK RIDGE BOYS (MCA-52006)	13	11
15	**TAKE OFF** BOB & DOUG McKENZIE (Mercury/PolyGram 76134)	16	10
16	**SHOULD I DO IT** POINTER SISTERS (Planet/Elektra P-47960)	17	12
17	**DO YOU BELIEVE IN LOVE** HUEY LEWIS AND THE NEWS (Chrysalis CHS 2589)	19	9
18	**TONIGHT I'M YOURS (DON'T HURT ME)** ROD STEWART (Warner Bros. WBS 49886)	15	11
19	**MIRROR, MIRROR** DIANA ROSS (RCA PB-13021)	14	12
20	**THROUGH THE YEARS** KENNY ROGERS (Liberty P-A-1444)	12	15
21	**EDGE OF SEVENTEEN** STEVIE NICKS (Modern/Atlantic MR 7401)	23	7
22	**ONE HUNDRED WAYS** QUINCY JONES featuring JAMES INGRAM (A&M 2387)	25	12
23	**'65 LOVE AFFAIR** PAUL DAVIS (Arista AS 0661)	27	6
24	**FIND ANOTHER FOOL** QUARTERFLASH (Geffen GEF 50006)	26	8
25	**NOBODY SAID IT WAS EASY (LOOKIN' FOR THE LIGHTS)** LE ROUX (RCA PB-73059)	28	8
26	**867-5309/JENNY** TOMMY TUTONE (Columbia 18-02646)	33	11
27	**GOIN' DOWN** GREG GUIDRY (Columbia 18-02691)	32	7
28	**DID IT IN A MINUTE** DARYL HALL & JOHN OATES (RCA PB-13065)	37	3
29	**MY GUY** SISTER SLEDGE (Cotillion/Atlantic 47000)	30	10
30	**I'VE NEVER BEEN TO ME** CHARLENE (Motown 1611 MF)	39	5
31	**ON THE WAY TO THE SKY** NEIL DIAMOND (Columbia 18-02712)	31	8
32	**BABY MAKES HER BLUE JEANS TALK** DR. HOOK (Casablanca/PolyGram NB 2347)	36	6
33	**GET DOWN ON IT** KOOL & THE GANG (De-Lite/PolyGram DE 818)	42	6
34	**SWEET DREAMS** AIR SUPPLY (Arista AS 0655)	22	17
35	**TELL ME TOMORROW — PART 1** SMOKEY ROBINSON (Tamla/Motown 1601TF)	29	12
36	**I CAN'T GO FOR THAT (NO CAN DO)** DARYL HALL & JOHN OATES (RCA PB-12357)	21	21
37	**JUKE BOX HERO** FOREIGNER (Atlantic 4017)	34	8
38	**LOVE IN THE FIRST DEGREE** ALABAMA (RCA PB-12288)	24	19
39	**GENIUS OF LOVE** TOM TOM CLUB (Sire SRE 49882)	43	10
40	**THEME FROM MAGNUM P.I.** MIKE POST (Elektra E-47400)	44	8
41	**SPIRITS IN THE MATERIAL WORLD** THE POLICE (A&M 2390)	35	12
42	**DADDY'S HOME** CLIFF RICHARD (EMI America P-A-8103)	38	12
43	**THE BEATLES' MOVIE MEDLEY** (Capitol P-B-5100)	60	2
44	**MAMA USED TO SAY** JUNIOR (Mercury/PolyGram 76132)	51	6
45	**SHANGHAI BREEZES** JOHN DENVER (RCA PB-13071)	53	5
46	**POP GOES THE MOVIES (PART 1)** MECO (Arista AS 0660)	48	8
47	**DON'T YOU WANT ME** THE HUMAN LEAGUE (A&M/Virgin 2397)	55	5
48	**MEMORY** BARBRA STREISAND (Columbia 18-02717)	49	7
49	**EMPTY GARDEN (HEY HEY JOHNNY)** ELTON JOHN (Geffen GEF 50049)	63	3
50	**I'LL TRY SOMETHING NEW** A TASTE OF HONEY (Capitol P-B-5099)	56	4
51	**ALWAYS ON MY MIND** WILLIE NELSON (Columbia 18-02741)	62	4
52	**SHINE ON** GEORGE DUKE (Epic 14-02701)	57	6
53	**MAKING LOVE** ROBERTA FLACK (Atlantic 4005)	61	5
54	**THE OTHER WOMAN** RAY PARKER JR. (Arista AS 0669)	66	3
55	**NEVER GIVE UP ON A GOOD THING** GEORGE BENSON (Warner Bros. WBS 50005)	58	6
56	**TAINTED LOVE** SOFT CELL (Sire SRE 40655)	59	10
57	**HANG FIRE** THE ROLLING STONES (Rolling Stone/Atlantic RS21300)	67	3
58	**ANYONE CAN SEE** IRENE CARA (Network/Elektra NW-47950)	41	19
59	**IF I HAD MY WISH TONIGHT** DAVID LASLEY (EMI America P-B-8111)	64	4
60	**DON'T LET HIM KNOW** PRISM (Capitol P-A-5082)	40	9
61	**ANOTHER SLEEPLESS NIGHT** ANNE MURRAY (Capitol P-A-5083)	45	8
62	**I BELIEVE** CHILLIWACK (Millennium/RCA YB-13102)	54	12
63	**CALL ME** SKYY (Salsoul/RCA S7 2152)	46	12
64	**LEADER OF THE BAND** DAN FOGELBERG (Full Moon/CBS 14-02647)	47	19
65	**STILL IN SAIGON** THE CHARLIE DANIELS BAND (Epic AE7 1414)	85	2
66	**LET'S HANG ON** BARRY MANILOW (Arista AS 0675)	81	2
67	**FANTASY** ALDO NOVA (Portrait/CBS 24-02799)	75	3
68	**MAN ON YOUR MIND** LITTLE RIVER BAND (Capitol P-B-5061)	—	1
69	**I'LL DRINK TO YOU** DUKE JUPITER (Coast To Coast/CBS ZS5 02801)	76	3
70	**SINCE YOU'RE GONE** THE CARS (Elektra E-47433)	80	2
71	**RUN FOR THE ROSES** DAN FOGELBERG (Full Moon/Epic 14-02821)	—	1
72	**STARS ON 45 III** STARS ON (Radio Records/Atlantic RR 4019)	88	2
73	**ON A CAROUSEL** GLASS MOON (Radio Records/Atlantic RR4022)	77	4
74	**SLEEPWALK** LARRY CARLTON (Warner Bros. WBS 50019)	78	3
75	**MAN ON THE CORNER** GENESIS (Atlantic 4025)	86	2
76	**DON'T STOP ME BABY (I'M ON FIRE)** THE BOYS BAND (Elektra E-47406)	79	3
77	**WHEN HE SHINES** SHEENA EASTON (EMI America P-B-8113)	—	1
78	**THE GIGOLO** O'BRYAN (Capitol 5067)	87	2
79	**LONELY NIGHTS** BRYAN ADAMS (A&M 2359)	83	3
80	**WITHOUT YOU (NOT ANOTHER LONELY NIGHT)** FRANKE & THE KNOCKOUTS (Millennium/RCA YB-13105)	—	1
81	**MAKE UP YOUR MIND** AURRA (Salsoul/RCA S7 7017)	82	3
82	**HOLLYWOOD** SHOOTING STAR (Virgin/Epic 14-2755)	90	2
83	**MY GIRL** DONNIE IRIS (MCA 52031)	—	1
84	**IT'S GONNA TAKE A MIRACLE** DENIECE WILLIAMS (ARC/Columbia 18-02812)	—	1
85	**ONE TO ONE** CAROLE KING (Atlantic 4026)	89	2
86	**FINALLY** T.G. SHEPPARD (Warner Bros. WBS 50041)	—	1
87	**WAKE UP LITTLE SUSIE** SIMON AND GARFUNKEL (Warner Bros. WBS 50053)	—	1
88	**LOVING YOU** CHRIS REA (Columbia 18-02727)	—	1
89	**YOU SURE FOOLED ME** THE JOHN HALL BAND (EMI America P-B-8112)	—	1
90	**JUST TO SATISFY YOU** WAYLON & WILLIE (RCA PB-13073)	—	1
91	**YOU COULD HAVE BEEN WITH ME** SHEENA EASTON (EMI America P-A-8101)	52	19
92	**DON'T LET ME IN** SNEAKER (Handshake WS9 02714)	69	6
93	**SHE WILL SURVIVE (POLAND)** BOBBY VINTON (Tapestry TR008)	94	4
94	**CIRCLES** ATLANTIC STARR (A&M 2392)	—	1
95	**IF I COULD GET YOU** GENE COTTON (Knoll 5002)	98	2
96	**APACHE** SUGAR HILL GANG (Sugar Hill SH-774)	70	8
97	**I'LL FALL IN LOVE AGAIN** SAMMY HAGAR (Geffen GEF 49881)	50	10
98	**MEDLEY: MEMORIES OF DAYS GONE BY** FRED PARRIS & THE FIVE SATINS (Elektra E-47411)	84	3
99	**JUST CAN'T WIN 'EM ALL** STEVIE WOODS (Cotillion/Atlantic 46030)	65	7
100	**SEA OF HEARTBREAK** POCO (MCA-52001)	95	3

ALPHABETIZED TOP 100 SINGLES (INCLUDING PUBLISHERS AND LICENSEES)

Always On My Mind (Screen Gems — EMI/Rose Bridge — BMI) 51
Another Sleepless (Chappell — ASCAP) 61
Anyone Can See (Carub Proon's — ASCAP/ Fedora — BMI) 58
Apache (Regent — BMI) 96
Baby Makes Her (Horse Hairs — BMI) 32
Beatles' Movie (John Lennon + Paul McCartney — BMI) 43
Bobbie Sue (House of Gold — BMI) 14
Call Me (One To One — ASCAP) 63
Centerfold (Center City — ASCAP) 4
Circles (Almo/Jodaway — ASCAP) 94
Daddy's Home (Big Seven — BMI) 42
Did It In A Minute (Fust Buzza/Hot-Cha/Six Continents — BMI) 28
Don't Let Him In (MCA/Red Giant — ASCAP) 92
Don't Let Him Know (Adams Communications/ Calypso Toonz/Irving/Procan—BMI) 60
Don't Stop Me (House Of Gold — BMI/Bobby Goldsboro Music — ASCAP) 76
Don't Talk (Super Ron/Robie Porter — BMI) 12
Don't You Want (Virgin/Chappell/Dinsong — ASCAP) 47
Do You Believe (Zomba Enterprises — BMI) 17
Edge Of Seventeen (Welsh Witch — BMI) 21
867-5309/Jenny (Tutone-Keller — BMI) 26
Empty Garden (Big Pig — Intersong — ASCAP) 49
Fantasy (ATV Music — BMI) 67
Finally (Meadowgreen — ASCAP) 86
Find Another (Narrow Dude/Bonnie Bee Good/WB — ASCAP) 24
Freeze Frame (Center City — ASCAP) 8
Genius Of Love (Metered Music Adm. By Ackee — ASCAP) 39
Get Down On It (Delightful/Second Decade — BMI) 33
Goin' Down (World Song — ASCAP) 27
Hang Fire (Colgems — EMI (ASCAP)) 57
Hollywood (Mad-Ted — EMI) 82
I Believe (ATV Music Of Canada/Some Sung Songs/ Solid Gold — PRO-Canada) 62
I Can't Go (Fust Buzza/Hot-Cha Six Continents — BMI) 36
If I Could (Knoll — ASCAP) 95
If I Had My (Chappell/Ironside — ASCAP) 59
I'll Drink To You (Erankly Music — BMI) 69
I'll Fall In Love (WB/The Nine Music — ASCAP) ... 97
I'll Try Something (Jobete — ASCAP) 50
I Love Rock (Finchley—ASCAP) 2
It's Gonna Take (Vogue — BMI) 84
I've Never Been (Stone Diamond — BMI) 30
Juke Box Hero (Somerset Songs/Evansongs — ASCAP) 37
Just Can't Win (Slapshot/Edition Sunrise/Interworld/ ighty Mathieson/Vinyl — BMI) 99
Just To Satisfy (Irving/Parody — BMI) 90
Key Largo (Jen-Lee — ASCAP/Chappell — ASCAP/Lowery — BMI) 9
Leader Of The (Hickory Grove Adm. By April Music — ASCAP) 64
Let's Hang On (Seasons Four/Saturday/Screen Gems — EMI — BMI) 66
Lonely Nights (Adams Communications/Calypso Toonz/Irving — BMI) 79
Love In The First (House Of Gold — BMI) 38
Loving You (Magnet — ASCAP) 88
Magnum P.I. (MCA Music — ASCAP) 40
Make A Move (John Farrar/Snow — BMI) 5
Make Up (Lucky Three/Red Aurra — BMI) 81
Making Love (20th Century Fox Film Corp./New Hidden Valley — ASCAP/Begonia Melodies/Fedora — BMI) 53
Mama Used To Say (Pressure/Aves/EMI Mus — PRS) 44
Man On The Corner (Hit+Run — ASCAP) 75
Man On Your (Screen-Gems — EMI (BMI)) 68
Memories (Various — BMI/ASCAP) 98
Memory (Really Useful/Faber/Trevor Nunn c/o Set Copyright/Adm. in U.S.+Can. By Koppelman — Bandier — BMI) 48
Mirror, Mirror (Bandier-Koppelman/Jay Landers/- Gravity Raincoat/Rosstown — ASCAP) 19
My Girl (Bema/Ameb — ASCAP) 83
My Guy (Jobete — ASCAP) 29
Never Give Up (O'Lyric/Blackwood — BMI) 55
Nobody Said (Screen Gems-EMI Music/Lemed — BMI) 25
On A Carousel (Marlbus — BMI) 73
One Hundred Ways (State Of The Arts/Eliza M./ Ritesonian — ASCAP/Kidada/Mr. Melody — BMI)22
One To One (Elorac — ASCAP/ATV/Mann+Weil — BMI) 85
On The Way (Stonebridge — ASCAP/Unichappell/Begonia Melodies — BMI) . 31
Open Arms (Weed High Nightmare — BMI) 6
Pac-Man Fever (BGO — ASCAP) 10
Pop Goes The Movies (Various — ASCAP/BMI) ... 46
Pretty Woman (Acuff-Rose — BMI) 13
Run For The Roses (Hickory Grove — ASCAP) 71
Sea Of Heartbreak (Shapiro Bernstein — ASCAP) 100
Shake It Up (Lido Music — BMI) 11
Shanghai Breezes (Cherry Lane — ASCAP) 45
She Will Survive (MCA Music/Dutchess — BMI/ASCAP) 93
Shine On (Mycenae — ASCAP) 52
Should I Do It (Unichappell/Watch Hill — BMI) 16
Since Your Gone (Lido — BMI) 70
'65 Love Affair (Web IV — BMI) 23
Sleepwalk (Hudson Bay — BMI) 74
Spirits In (Virgin/Adm. in U.S. by Chappell — ASCAP) 41
Stars 3 (Various — ASCAP/BMI) 72
Still In Saigon (Dreena/Dan Daley — BMI) 65
Sweet Dreams (Careers/Bestall Reynolds — BMI/ Riva Music, Ltd. (PRS) 34
Tainted Love (Equinox — BMI) 56
The Gigilo (Cortez — ASCAP) 78
Take Off (McKenzie Brothers — PRO Canada) 15
Tell Me Tomorrow (Chardax — BMI) 35
That Girl (Jobete & Black Bull — ASCAP) 1
The Other Woman (Raydiola — ASCAP) 54
Through The Years (Peso/Swanee BRAVO! — BMI) 20
Titles (Spheric B.V./WBMusic — ASCAP) 7
Tonight I'm Yours (Riva/WB — ASCAP) 18
Wake Up Little (House Of Bryant — BMI) 87
We Got The Beat (Daddy — On Music) 3
When He Shines (WB Music — ASCAP) 77
Without You (Bright Smile/Knockout/Kid — ASCAP/Big Teeth /Blake and Blue — BMI) 80
You Could Have Been (ATV Music — BMI) 91
You Sure Fooled (Siren Songs/Clean Cut Tunes — BMI/ASCAP) 89

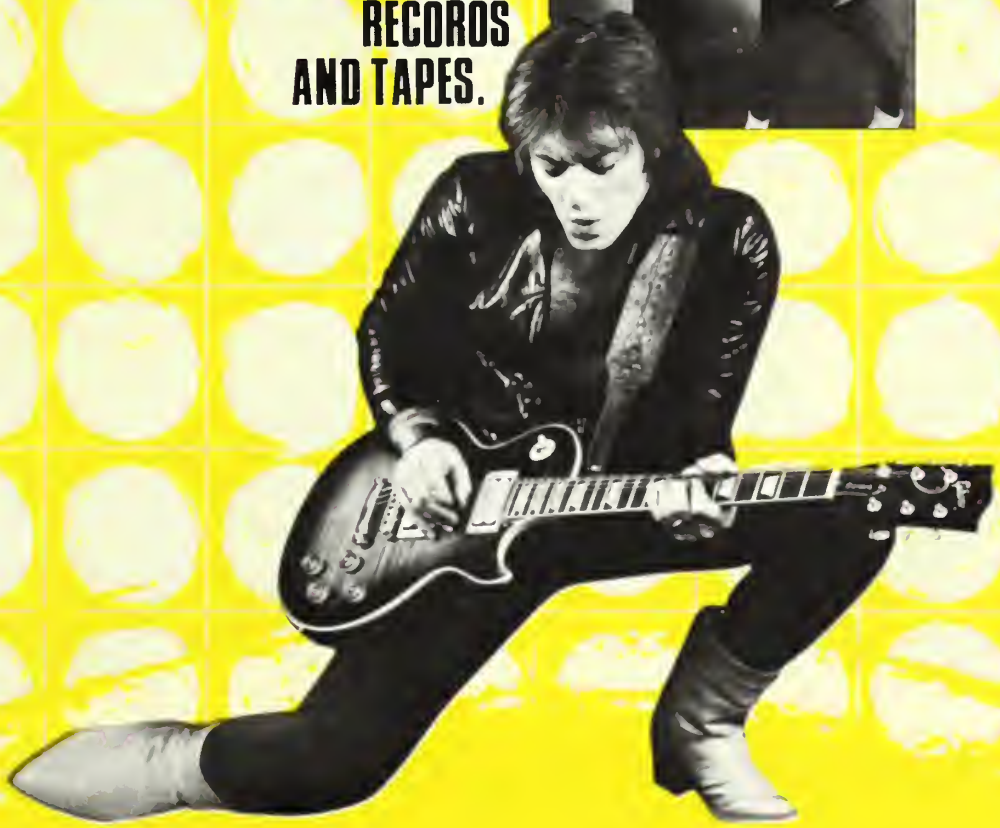
= Exceptionally heavy radio activity this week

= Exceptionally heavy sales activity this week

BURNING WITH THE PDWER OF A THOUSAND BLAZING SUNS: ALDO NDVA.

Aldo Nova's incandescent rock is light years beyond metal. Radio is all over his debut album, "Aldo Nova," with the hit single, "Fantasy," the most radio active of all. Retail is in the midst of a major Aldo Nova flare-up (he's already gone gold in Canada and America is not far behind). And promoters are gearing up for an Aldo Nova tour which will recreate the sonic aggression of his album with a full band.

"ALDO NOVA." MELT OOWN BEGINS, ON PORTRAIT® RECOROS AND TAPES.



ALDO NOVA W/SAMMY HAGAR:

4	7	Omaha, NE	Music Hall	4	16	Cleveland, OH	Music Hall	4	24	Rochester, NY	Auditorium Theatre
4	9	Chicago, IL	Aragon	4	17	Toledo, OH	Sports Arena	4	25	Erie, PA	Fieldhouse
4	10	Detroit, MI	Fox Theatre	4	18	Indianapolis, IN	Market Square Arena	4	28	Towson, MD	Towsend Center
4	11	Grand Rapids, MI	Civic	4	20	Normal, IL	University Auditorium	4	29	Pittsburgh, PA	Stanley
4	13	Columbus, OH	Vets	4	21	DeKalb, IL	Evansfield House	4	30	Philadelphia, PA	Tower
4	15	Dayton, OH	Hara Arena	4	23	Poughkeepsie, NY	Mid-Hudson Civic Center	5	1	New York, NY	Palladium

5	2	Albany, NY	Palace
5	4	Bethlehem, PA	Stabler Arena
5	6	Portland, ME	Cumberland County Civic Center
5	7	Boston, MA	Orpheum
5	8	Waterbury, CT	Palace
5	9	Providence, RI	Ocean State Theatre

Portrait are trademarks of CBS Inc. © 1982 CBS Inc. Produced by Aldo Nova. Executive Producers: Val Azzoli and Lennie Petze for ATV Music Productions of Canada Limited and Red Sox Music Productions Inc. Management: S. Pearlman

Give the gift of music.

SUGARHILL

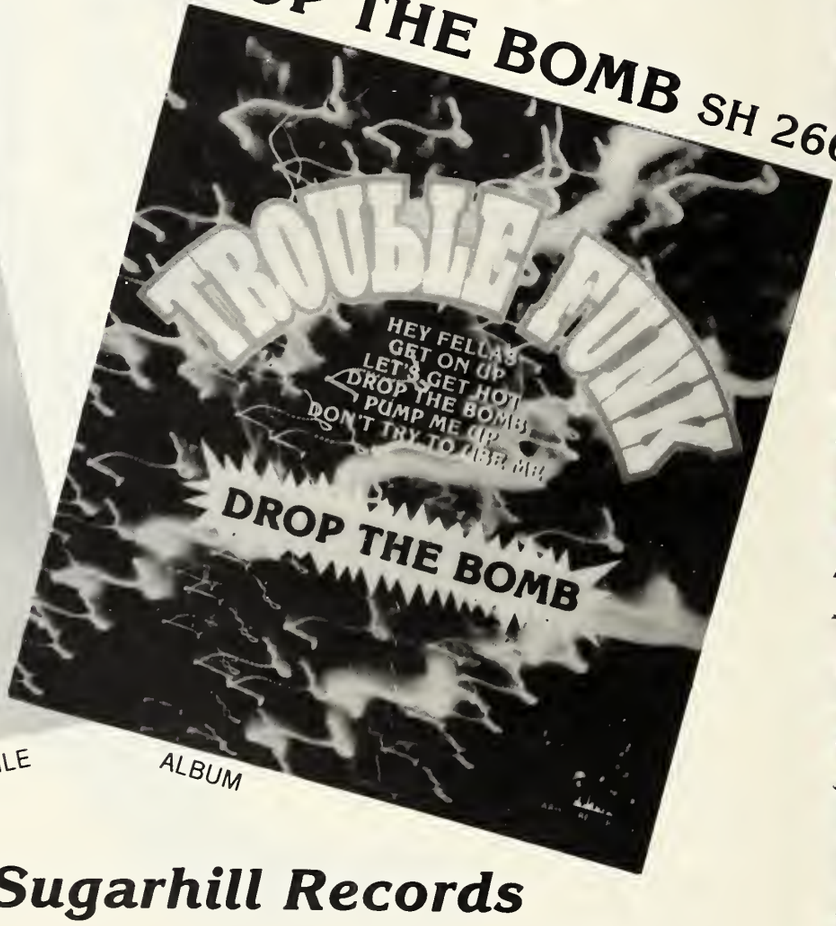
IS PROUD TO PRESENT OUR NEW GROUP

TROUBLE FUNK

HEY FELLAS SH-575

12" SINGLE

DROP THE BOMB SH 266



ALBUM

Exclusively on Sugarhill Records

SUGARHILL RECORDS LTD.
96 West Street, Englewood, N.J. 07631 201-569-5170

STILL GOING STRONG *Blues great B.B. King was the guest of honor at a party thrown by his label, MCA, celebrating his 35th anniversary in the music business. Among the numerous celebrants at the Nashville party were (l-r): Barry Yarbrough, branch manager, MCA Distributing; Daryl Crum, regional promotion manager, MCA; King; Lise McLean, manager, Record Bar Nashville; Rod Tremblay, regional director, MCA Distributing; Vern Benke, regional director, Camelot Records & Tapes; and Mike Turske, district manager, Camelot Records & Tapes.*

NARM Convention To Zero In On Problems Facing Industry

by Richard Imamura

LOS ANGELES — An upbeat, yet businesslike attitude prevailed as the 24th annual National Assn. of Recording Merchandisers (NARM) convention opened at the Century Plaza Hotel here March 26. As conventioneers trickled in throughout the day, it was clear that many had come prepared to at least confront many of the more pressing problems the industry faces today.

"Even though the industry has been spoken of as being down, I sense a vibrancy among the people I've spoken to about coming here and what they want to do," said Joe Cohen, NARM executive vice president. "We're at a crossroads now as an industry. We need to deal with our identity and determine who we are and where we're going, and I think this convention is geared towards that. No longer are we focusing a tremendous amount of attention on educational programming as to merchandising or advertising; we've gone through that already.

"We're now focusing our attention on the issues of the day, the opportunities and the problems, and we're giving the industry leaders a chance to say what's on their minds about those issues and to clearly identify and focus attention on what we hope are solutions to the problems of the industry today and maybe even reverse the downward trend in unit sales today."

While Cohen was the first to admit that such a grandiose goal was perhaps a bit "naive," the intent to confront the problems of the day was definitely genuine. Tops among the concerns was the Mathias Amendment to the "Betamax Bill," which directly addresses the issue of home taping.

In line with Cohen's pledge to face up to the problems, much of the opening

(continued on page 17)

WCI Study Reveals Extent Of U.S. Home Taping Problem

by Richard Imamura

LOS ANGELES — Home taping of the equivalent of 455 million album units, with an estimated retail value of over $2.85 billion, occurred during 1980, according to a Warner Communications, Inc. (WCI) consumer survey released this week at the National Assn. of Recording Merchandisers (NARM) convention here. The $2.85 billion in duplicated product equalled nearly 75% of the $3.7 billion in legitimate record and pre-recorded tape sales for the year as tabulated by the Recording Industry Assn. of America (RIAA).

The alarming discovery was even more ominous with the further finding that access to tape recording devices has grown by leaps and bounds — 89.6 million people lived in homes with at least one piece of audio recording hardware in 1980, a 25.6% increase over 71.3 million people in 1977. In addition, in that same period of time, the number of people who actually bought blank tapes increased by 6.6 million.

The magnitude of the problem was further illustrated when the WCI survey revealed that of the 52.5 million people who bought blank tapes for their own use in 1980, fully 75% (or 39 million people) did it to record "music or other professional entertainment." During 1980, the 39 million home tapers purchased 183 million cassette units valued at $366 million (at a median price of $2); 68.8 million 8-track cartridges worth $205.7 million (at a median price of $2.99) and 5.9 million reel-to-reel tapes worth $37 million (at a median price of $6.27) — yielding a grand total of 257.7 million tape units purchased for the purpose of recording music.

Product Too Expensive

Along with the growing availability of audio recording devices, the price of pre-recorded music product was determined to be a significant motivation for home tapers, with fully 68% indicating that "buying records and pre-recorded tapes is more expensive than making my own tape recordings." That perception manifested itself most obviously when 25% of the home tapers surveyed said they did it "so I didn't have to buy it (the music)," with another 17% doing it "to make a copy for my car or office" (and thus sidestepping the need to purchase a pre-recorded tape).

Spurred by the growing availability (and less-expensive price tags) of blank tapes and recording devices and the continually climbing list for pre-recorded product (LP prices rose from an average list of $6.98 in 1977 to primarily $8.98 by 1980), home taping reached astounding levels in 1980, according to the survey. Of the 36 million home tapers that year, the 22% who duplicated complete LPs only and the 35% who recorded both complete LPs and individual selections accounted for a total of 251 million complete albums taped. On the other hand, the same 35% who taped both selections and complete LPs, plus the 43% that taped selections only accounted for

(continued on page 52)

Record Industry Coalition To Support Bills For Home Taping Exemption

by Michael Martinez

LOS ANGELES — A coalition of music industry organizations, representing a collective membership of two million people and 1,000 companies, was recently formed to support pending federal legislation designed to stem the growing home taping problem.

Dubbed the Coalition to Save America's Music, it is comprised of unions and associations from throughout the recording industry and represents the interests of musicians, lyricists, publishers, record companies and distributors. Formation of the coalition was coordinated by Stanley Gortikov, president of the Recording Industry Assn. of America (RIAA), and Leonard Feist, president of the National Music Publishers' Assn. (NMPA).

Both organizations will act as service coordinators for the coalition's efforts in support of the pending federal legislation, which includes the DeConcini-D'Amato Bill, S.1758; the Mathias Amendment S.A. 1333; and the Edwards Bill, H.R. 5705. The DeConcini-D'Amato Bill would establish a home use exemption for videotaping; while the Mathias Amendment would add a home use exemption for audio recording, plus establish a levy on video and audio recording hardware and blank tape sales in order to fund royalty payments that would be determined by the Copyright Royalty Tribunal

(continued on page 52)

Strong Superstar Showing To Pace Second Quarter Albums

by Michael Glynn

LOS ANGELES — "Well-rounded" might be the best way to describe the release schedule planned by major labels for the second quarter of the year. In direct contrast to the first quarter, when stores were filled with albums by new & developing and mid-level acts and superstar names were very rarely seen, April, May and June promise not only a battery of big guns, but an equal mix of potentially strong debut efforts and new product from proven acts in the 100,000-300,000-unit sales range.

Superstar releases are spread evenly throughout the summer. April should see the release of Paul McCartney's "Tug Of War" on Columbia (with the Stevie Wonder duet "Ebony And Ivory" as the first single), while Motown's Wonder is due to deliver his "Original Musiquarium," a retrospective package including four new tracks (such as the hit "That Girl") at the same time. Also set for April are Kenny Rogers' "Inside Out" on Liberty, Elton John's "Jump Up" on Geffen, Ray Parker Jr.'s "The Other Woman" on Arista and Van Halen's "Diver Down" on Warner Bros.

Some of the superstars slated to have product shipped in May are MCA's Barbara Mandrell ("In Black And White"), Chrysalis' Blondie ("The Hunter"), Geffen's Donna Summer (with a new track penned by Bruce Springsteen) and De-Lite/Mercury's Kool & The Gang (with a two-record set).

Early June should see the release of Fleetwood Mac's first studio set in three years on Warner Bros., "Tightrope" by A&M's Supertramp, Kim Carnes' encore to the platinum-plus "Mistaken Identity" on EMI America and the first studio LP from PolyGram/Mercury's Rush since "Moving Pictures."

Other superstar acts expected to deliver product in the second quarter include Elektra/Asylum's Queen ("The Hot Space"), Motown's Rick James, Arista's Air Supply and Alan Parsons.

Perennial strong sellers also abound in the second quarter, particularly acts with histories of gold and platinum efforts. For example, RSO's Eric Clapton, Columbia's Blue Oyster Cult, Chrysalis' Jethro Tull, Capitol's Juice Newton, PolyGram/Total Experience's The Gap Band, A&M's .38 Special, Warner Bros.' Larry Graham and Zapp, Epic's Heart and Cheap Trick, MCA's Don Williams, Mercury's The Statler Bros. and A&M's The Brothers Johnson all are due for new releases in the next three months.

Solo Debuts

Most watched, perhaps, will be the performance of supergroup members-gone-solo in the second quarter. The Eagles' Don Henley and Glenn Frey, The Commodores' Lionel Ritchie, Jr. and Little River Band's Glenn Shorrock should all have product on the shelves.

In light of the recent success of The Go-Go's and Joan Jett, attention might also be paid to some of the new acts, particularly new rockers. Although The Blasters just had its Slash/Warner Bros. debut shipped, another critically acclaimed L.A. band, X,

(continued on page 14)

Elliot Goldman

Goldman Named Senior VP At WCI

LOS ANGELES — Elliot Goldman was named senior vice president of Warner Communications, Inc. (WCI) last week. In his new position, Goldman, most recently executive vice president/general manager at Arista Records, will be involved with many areas of the company, initially, though, in those relating to the record and

(continued on page 53)

BUSINESS NOTES

ASCAP Board Members Announced

NEW YORK — Four writers and four publishers were elected to two-year terms on the Board of Review of the American Society of Composers, Authors and Publishers (ASCAP). The terms begin April 1. The board decides membership questions about ASCAP's revenue distribution rules.

Lyricists elected in the popular production division were Walter Bishop and Donald Kahn. John Bettis was elected alternate, Burton Lane was the composer elected to this division, and Jule Styne was chosen alternate. Vincent Persichetti will represent the standard division and William Kraft will serve as alternate.

The three publishers representing the popular-production division are Stanley Mills of September Music Corp., Leeds Levy of MCA Music and Bob Montgomery of Bobby Goldsboro Music. Buddy Killen of Cross Keys Publishing Co. is the alternate. In addition, Fred Waring, Jr. of Shawnee Press Inc. will represent publishers in the standard division, with Art Jensen of Jensen Publications serving as alternate.

ASCAP's articles of association provide for the board to consider member complaints about "the distribution of the Society's revenues to such member, or by rule or regulation of the Society directly affecting the distribution of the Society's revenues to such member."

Stones Capture Rock Radio Awards

NEW YORK — The Rolling Stones carried the day at the fourth annual Rock Radio Awards held here last week, winning for Favorite Group, Favorite Single for "Start Me Up," Favorite Album for "Tattoo You" and Favorite In-Concert. The winners were chosen from a polling of 250 radio station people from across the country. In addition, Chrysalis recording artist Pat Benatar was voted Favorite Female Singer and Capitol recording artist Billy Squier was Favorite Male Singer. Geffen recording group Quarterflash won for Favorite Debut Album and the Beatles' "Sgt. Pepper's Lonely Hearts Club Band" was chosen Favorite All-Time Album.

The Tom Donahue Memorial Award went to Bill Hard, editor of *The Friday Morning Quarterback* album report. The award is named for the pioneer of progressive rock format and goes to an innovator of the FM medium. Each winner received a crystal obelisk designed by Tiffany & Co. The crystal was the principal component of early radio sets.

The awards ceremony, which took place at trendy New York spot Elaine's will be broadcast over the outlets of the ABC Rock Radio Network April 3 beginning at 8 p.m. It will be hosted by Squier and WPLJ/New York air personality Carol Miller. The show is produced by DIR Broadcasting.

Holmes a'Court Tightens Grip On ACC

LONDON — The fight for control of Associated Communications Corp. (ACC) of the U.K. took another surprising turn last week as two members of the board of directors resigned in protest of an alleged "conflict of interests" caused by Robert Holmes a'Court, the leading bidder for the ailing entertainment conglomerate, also retaining the positions of chairman of the board and chief executive officer. Lord Matthews and Sir Max Aitken resigned from the board after Holmes a'Court survived a vote of confidence. In addition, another director, Sir Leo Pliatzky, resigned from the board's internal bids committee, which was created to review bids for the conglomerate.

At this point in the bidding, Holmes a'Court, an Australian businessman, has two bids pending, one at $94.1 million and another at $108.6 million. His chief competitor, Gerald Ronson, who heads the Heron Group of Companies, has a bid of $90.2 million pending. Ronson, who initiated a bidding war with Holmes a'Court earlier this year, is reportedly reviewing the current situation before deciding whether to continue the fight.

ACC is the parent company of ATV Music, which in turn owns Northern Songs, the publishing company that holds the rights to many of the Beatles songs.

PolyGram Holds National, Regional Promo Meet

LOS ANGELES — The entire national and regional promotion staffs of PolyGram Records recently convened for a three-day meeting at the Sugarbush Inn in Sugarbush, Vt. Strategies for the remainder of the year were discussed with reps from the sales and press and artist relations departments during day-long meetings.

Among those in attendance were Jack Kiernan, senior vice president, sales and marketing; Bob Edson, vice president, promotion; Jerry Jaffe, vice president, rock music department; Bill Cataldo, national promotion director; Joe Grossman, national secondaries manager; Jim Sotet, national director, rock music department; Sherry Ring Ginsberg, national press and artist relations director; Derek Shulman, national rock department promotion manager; and Drew Murray, national rock department promotion manager, West Coast.

Weiss Installation As AGAC President Set

LOS ANGELES — George David Weiss will be installed as president of the American Guild of Authors/Composers (AGAC) at the organization's March 31 general meeting at the Beverly Wilshire Hotel in Beverly Hills, Calif. Ervin Drake AGAC president since 1973, will also be honored upon his retirement from the position.

Weiss, executive vice president of AGAC under Drake, is a composer, author, musician and producer. His best-known works include the Broadway stage score for *Mr. Wonderful*, plus the songs "What A Wonderful World," "Can't Help Falling In Love," "Wheel Of Fortune," "Cross Over The Bridge" and "Oh, What It Seemed To Be."

In addition, the "Aggie," AGAC's highest award, will be presented to Oscar-winning songwriters Ray Evans and Jay Livingston, as well as publisher Sal Chiantia, chairman of the board for the National Music Publishers Assn. (NMPA).

Attic Bows Anti-Home Taping Sticker

NEW YORK — Attic Records Ltd. of Canada is putting anti-home taping warning labels on the jackets of all its rock product. The logo uses a cassette and two bones in the shape of the pirate flag and states "Home Taping Is Killing Music and It's Illegal."

"We represent Stiff in Canada and their product has been coming from England with that logo," said Lindsay Gillespie, Attic marketing manager. "We don't expect it to scare people off, but we hope it will educate them and make them think twice."

In addition to representing Stiff, Attic represents such American artists as George Thorogood and Riders in the Sky, as well as Triumph, in Canada.

Black Music Consumer Focus Of NARM Panel

by Michael Martinez

LOS ANGELES — Further identification of the black music buyer and development of advertising directed specifically at black consumers without alienating mainstream customers will be prominent points examined during the second annual "Black Music Is Green" presentation set for Sunday, March 28, as part of the 24th annual National Assn. of Recording Merchandisers (NARM) convention.

LeBaron Taylor, vice president and general manager of divisional affairs at CBS and president of the Black Music Assn. (BMA), will introduce the presentation as he did a year ago when a panel of black retailers and record executives discussed the advertising and merchandising resources needed to expand the black music retail base.

Figuring prominently in the presentation, which is to take place at the ABC Entertainment Center's Plitt Theatre, is Eddie Gilreath, newly named vice president of black music sales at Warner Bros. Records.

Significant Impact

Gilreath said that the presentation would explain in detail the importance of black music in the marketplace. He said it will be stressed that the music was not only important to black consumers, but that the music could also have a significant impact in the mainstream consumer market.

During last year's presentation, Taylor cited figures claiming that black music accounted for 25% of all pre-recorded music sales and that white consumers over the last 10 years have accounted for 40% of all black music purchases.

Though he declined to reveal the studies

(continued on page 35)

RIAA Adopts Digit #2 For Digital Audio Discs In UPC Configuration

NEW YORK — The Recording Industry Assn. of America (RIAA) has adopted the digit 2 to denote the 4.7-inch optical Digital Audio Disc configuration in the 10-digit Universal Product Code System. Previous assignments of the 10th configuration digit include 1 for a 12-inch LP disc, 4 for a pre-recorded cassette, 7 for a seven-inch 45 rpm single, 8 for a pre-recorded 8-track cartridge and 0 for "other."

The request for the new digit from several overseas affiliates of RIAA member companies was based on imminent production in Europe and Japan of the first new Compact Disc software that will be indexed with the UPC symbol.

In other news of the expansion of UPC usage within the U.S. recording industry, the three Warner Communications, Inc. labels have adopted a new numbering system which goes into use April 1, and PolyGram Records has become the last major label to apply for its manufacturer numbers.

Warner Bros. Records, Atlantic Records, Elektra/Asylum Records and the various owned labels within each company will have the new UPC system in place initially for implementation on all new LP and cassette releases handled through WEA Corp., the distribution entity.

Several smaller labels also have applied for and received UPC manufacturer numbers recently. They include Alfa Records, Finesse Records, Halcyon Record Corp, Record-Wide Distributors, Richardson Records and Spectator Records.

REVIEWS

ALBUMS

OUT OF THE BOX

THE SURVIVORS — Johnny Cash, Jerry Lee Lewis, Carl Perkins — Columbia FC 37961 — Producer: Lou Robin — List: None — Bar Coded

When Johnny Cash was performing a concert in Stuttgart, Germany, last April, he had no idea that "Killer" Jerry Lee Lewis and Carl Perkins would show up for the second half of the show, so each cut off of this live album is actually unrehearsed and spontaneous. The three original members of the so-called "Million Dollar Quartet" (the fourth was Elvis Presley) sing together on four of the tracks here, all gospel tunes, and pair off on duets or go solo on other numbers. Although Cash and Lewis are probably the best-known entertainers on this disc, the work of Perkins on such rockers as "Blue Suede Shoes" and "Matchbox" is truly outstanding.

FEATURE PICKS

POP

BLACKOUT — Scorpions — Mercury SRM-1-4039 — Producer: Dieter Dierks — List: 8.98

A monster hard rock band that arrived on U.S. shores from Germany just three years ago, the Scorpions have a reputation for grinding out powerful, metallic anthems about loose women, wild parties, desperate dopers and cataclysmic rock stars. AOR with a Teutonic vengence, the decibel levels reached on this LP rivals the sound of a V-2 screaming across the sky. Definitely not for the fainthearted.

THE NUMBER OF THE BEAST — Iron Maiden — Harvest ST-12202 — Producer: Martin 'Farmer' Birch — List: 8.98 — Bar Coded

Heavy metal warlocks in the tradition of Kiss and Judas Priest, Iron Maiden titled this demonic album after Satan's harbinger of Armageddon, 666, and from all aural indications, this LP does indeed sound like the end of the world is close at hand. The perfect thing to listen to following a double-feature of *Motel Hell* and *The Omen*, the hard rocking AOR fare should be swallowed up by headbangers everywhere.

COUNTRY

CHARLEY SINGS EVERYBODY'S CHOICE — Charley Pride — RCA AHL1-4287 — Producers: N. Wilson, J. Bradley and C. Pride — List: 8.98

The first Charley Pride album produced by Norro Wilson (except for one cut) is one of the most compelling offerings from the Pride of RCA is recent years. Wilson has extracted the natural and smooth qualities of Pride's consistent vocals and placed them within a tasty context to develop an album that should be embraced by fans and critics.

(continued on page 10)

NAMED BY FORTUNE MAGAZINE AS A PRODUCT OF THE YEAR— MTV: MUSIC TELEVISION

Of the countless products and services introduced in 1981, FORTUNE magazine chose just 10 that deserved special attention. And one of them was MTV: Music Television. MTV was singled out for providing a unique and innovative contribution to the American marketplace.

But more than FORTUNE has smiled on us. Now MTV is a full member of the music community. All around the industry, the impact has been dramatic—on record retailers, radio programming, concert promotion.

According to FORTUNE, video music on cable is big news. We're working to make it big business—for us, and for all our friends in music.

MTV
MUSIC TELEVISION™

Warner Amex
Satellite Entertainment Company

© 1982 WASEC

REVIEWS

(continued from page 8)

MICHAEL MARTIN MURPHEY — Liberty LT-51120 — Producer: Jim Ed Norman — List: 8.98 — Bar Coded

Murphey has never been able to top the success of his 1975 pop hit "Wildfire," but the performer has managed to maintain a strong following in the all-important 18-34 demographic with his well-crafted and melodic song structures. While the cover graphics incorporate his long-standing interest in Indian culture, the Jim Ed Norman-produced material takes on a more introspective view of human relationships.

BLACK CONTEMPORARY

SPECIAL DELIVERY — Alvin Fields — A&M SP-4890 — Producer: Michael Zager — List: 8.98 — Bar Coded

A songwriter who's had material recorded by Dionne Warwick, the Spinners and Gladys Knight & the Pips, young Alvin Fields has delivered a debut album that is heavy on synthesized space-funk tunes. Aided by primo guitarist Steve Khan and brassmaster Herb Albert on a couple of cuts, Fields' vocals reach fever pitch on such tunes as the title cut, about a futuristic soldier returning to Earth from a distant planet, and "Fire of Life," an ode to the sun.

JAZZ

13TH HOUSE — McCoy Tyner — Milestone M-9102 — Producer: Orrin Keepnews — List: 8.98

Diverse though he may be, pianist McCoy Tyner has always shone brightest when piloting large ensembles. "Thirteenth House" gives him such an environment to work with, and the results are splendid. One of the reasons for the resounding success of this disc is that aside from Tyner, Slide Hampton, Frank Foster and Jimmy Heath have signed on as arrangers, adding extra spark to Tyner's already fiery style.

SNURDY McGURDY AND HER DANCIN' SHOES — Roscoe Mitchell and the Sound Ensemble — Nessa N-20 — Producer: Chuck Nessa — List: 7.98

When not working with The Art Ensemble of Chicago, reedman Mitchell devotes himself to several outside projects, the most exciting of which is The Sound Ensemble. "Snurdy McGurdy" does a fine job of capturing the group's playful yet adventurous sound. Tracks like "Sing/Song" "March" and "Stomp and the Far East Blues" demonstrate the depth of the group's musical abilities.

NEW AND DEVELOPING

HERE I AM — Norman Saleet — RCA NFL1-8002 — Producer: Ted Glasser — List: 6.98 — Bar Coded

Soft, A/C poptones from a master tunesmith who's penned ditties in the past for such MORmeisters as Air Supply, Johnny Mathis and Art Garfunkel, this initial outing is at its best when it blasts out of the ballad format with such slight rockers as "Cover Girl," a tongue-in-cheek tribute to Brooke Shields. Besides the rare upbeat moments, through, most of the music centers around moody, melodramatic songs concerning romantic relationships. PDs who want to hear a fine duet should check out "The High Cost of Loving," which features Yvonne Elliman providing the feminine touch.

COUNTRY

GARY MORRIS — Warner Bros. BSK 3658 — Producers: M. Marshall and P. Worley — List: 8.98 — Bar Coded

The highly anticipated debut from Gary Morris is as satisfying as each of the key singles it boasts, "Headed For A Heartache" and the infectious "Don't Look Back." Backed by a stellar lineup of noteworthy sessionmen — including Shane Kiester, David Hungate and Mark Casstevens — Morris displays an uncanny ability to cash in on the excitement of uptempo country/rock melodies.

BLACK CONTEMPORARY

BREAKIN' OUT — Fat Larry's Band — WMOT FW 37968 — Producers: Larry James and Nick Martinelli — List: 8.98

On this, the fifth Fat Larry sojourn into the world of dance-oriented funk with spunk, the good-humored band of rambunctious musicians tackle the genres of love songs, pounding R&B, and even a bit of new wave stylings. The oddball cuts that swing without stop include "Traffic Stoppers," dedicated to ladies who wear skin tight designer jeans, and "Video," a bizzare, B-52'sish track that should raise a few eyebrows on the club circuit.

SINGLES

OUT OF THE BOX

PAUL McCARTNEY with STEVIE WONDER (Columbia 18-02860)
Ebony & Ivory (3:41) (MPL Communications, Inc. — ASCAP) (McCartney) (Producer: G. Martin)

Melodically, the first single from the eagerly awaited "Tug Of War" LP lies somewhere between "With A Little Luck" and "My Love." In other words, it's distinctively McCartney pop, although Wonder's harmonies and solo turns mesh amazingly well. The metaphor is as simple and to-the-point as the groove here.

NEW FACES TO WATCH

John Hall Band

The title of the John Hall Band's debut album, "All Of The Above," has two meanings, according to its multi-talented, multi-faceted leader John Hall. "It's taken from a line on one of the album's songs, 'Somebody's Calling,' which presents a vision of the end of the world, either in the traditional biblical sense or as a result of a nuclear holocaust," he explained. "The song then asks if this is the beginning or the end, if the apocalyptic event taking place in the lyrics is past or future, if it comes from anger or love. And the answer is 'all of the above.' It's all of these things, whatever one believes."

Aside from the song's metaphysical answer, "All Of The Above" provides the most accurate response to the musical questions "Who is John Hall?" and "What is the John Hall Band?"

What the John Hall Band is is a little bit of everything that its members have brought to it. Probably best-known as the leader of the successful mid-'70s pop rock band Orleans, singer / songwriter / guitarist / producer Hall has had an extremely varied musical career dating back to the late '60s, when he was a teenaged guitarist with the psychedelic era band Kangaroo. At 19, he wrote and played the music for a short-lived Broadway show and an off-Broadway show that lasted only one night, but won an Obie. Then it was back to rock 'n' roll, where he achieved success co-writing the Janis Joplin hit "Half Moon" with his regular lyricist and wife Johanna.

"It was our first song together," he recalled. "Johanna had interviewed Janis for the *Village Voice*, and Janis asked her to rewrite the words to my music from a woman's view." Since then such diverse acts as Rufus and Bill Anderson have recorded Hall collaborations.

From 1972-78 Orleans put out four albums and three hit singles while Hall doubled as a much-demanded session guitarist for everyone from Lou Christie to Little Feat and as a producer for such artists as Bonnie Raitt and John Sebastian. After Orleans broke up, Hall made solo albums for Asylum and ARC/Columbia, the latter's titletrack, "Power," becoming an anthem for the anti-nuclear movement, his big concern in recent years.

Hall initially became involved in the "No Nukes" movement when construction of a nuclear power plant was planned — and later scrapped — just six miles from his home. Not the environment he wanted for his baby daughter, Hall devoted most of his energy to opposing nuclear power and eventually became president of the influential MUSE (Musicians United For Safe Energy) Foundation, Inc. While organizing the MUSE concerts, documentary film and album, his own music career lagged behind.

"MUSE happened right after my solo albums, which didn't sell well," conceded Hall. " 'No Nukes' was my only visibility, which understandably fostered skepticism from people in the music business."

The Top 40 success of "Crazy (Keep On Falling)," the new album's first single removed any lingering doubts of Hall's full-fledged return to rock, and the follow-up, "You Sure Fooled Me," continues the streak by coming on the chart this week at #89 bullet. He's excited about his year-old band, comprised of keyboardist Bob Leinbach, a former member of the Fabulous Rhinestones who joined Orleans after Hall left, drummer Eric Parker, another Rhinestone and former Ian Hunter sideman who also played on "Power"; and bassist John Troy, who has worked with Livingston Taylor, and Natalie Cole and the Pousette Dart Band.

"We've evolved much farther than other bands in one year," said Hall.

FEATURE PICKS

POP

SHEENA EASTON (EMI America 8113)
When He Shines (3:57) (WB Music Corp. — ASCAP) (D. Bugatti, F. Palmer) (Producer: C. Neil)

From the big pop bravura of "You Could Have Been With Me," Scotland's answer to Streisand slides into a sensitive portrait of a lover on this ballad. Surrounded by a soft, feathery electric piano, Easton breaks into a stirring crescendo at the close, displaying her impressive range.

SMOKEY ROBINSON (Tamla 1615TF)
Old Fashioned Love (3:12) (Chardax Music — BMI) (G. Goetzman, M. Piccirillo) (Producer: G. Tobin)

Like much of the Miracles' material, this is a sweetly innocent view of love as only Smokey could pull off without sounding too saccharine. Cheery, upbeat stuff, it's a perfect spring song for Top 40 and B/C airplay.

LOVERBOY (Columbia 18-02814)
When It's Over (3:56) (Blackwood Music, Inc./Dean of Music — BMI/April Music, Inc./Duke Reno — ASCAP) (P. Dean, M. Reno) (Producer: B. Fairbairn, P. Dean)

More larger-than-life pop/rock from the Canadian quintet, the follow-up to "Working For The Weekend" finds the pace slowed back to the pumping mid-tempo beat of "Turn Me Loose," while singer Mike Reno again creates an effectively imploring vocal. A pop, AOR shoe-in.

COUNTRY

YOUNGER BROTHERS (MCA MCA-12787)
Lonely Hearts (3:26) (Dick James Music, Inc. — BMI) (S. Davis) (Producer: R. Chancey)

Noted for his work with the Oak Ridge Boys, Ron Chancey may have another ace group on his hands with this debut from the younger clan. Another lament about desperation that drives singles to the bars, this tune combines fine vocal harmonies with a toe-tapping feel that should be ideal for jukes.

SUSIE ALLANSON (Liberty P-B-1460)
Wasn't That Love (2:33) (Welbeck Music Corp., King Coal Music, Inc. — ASCAP) (M. Johnson, H. Shannon) (Producer: E. Archerd)

It looks like Susie Allanson beat Frizzell and West to this hot number, which was included on their latest LP. It receives a traditional country treatment, too, with a banjo, steel and fiddle thrown in for good measure to complement Allanson's attractive rendition.

BLACK CONTEMPORARY

DENIECE WILLIAMS (ARC/Columbia 18-02812)
It's Gonna Take A Miracle (4:04) (Vogue Music c/o The Welk Music Group — BMI) (T. Randazzo, B. Weinstein, L. Stallman) (Producers: T. Bell, D. Williams)

'Niecy and Thom Bell team up to create a smooth-as-satin remake of the song that was popularized by Laura Nyro. Bell's trademark R&B symphonic touch provides the backdrop for this luscious B/C choice.

NEW AND DEVELOPING

RANDY PARTON (RCA PB-13087)
Oh, No (3:24) (Jobete Music Company, Inc., Commodores Entertainment Publ. Corp. — ASCAP) (L.B. Richie, Jr.) (Producer: M. Post)

Pop listeners were treated to this Commodores record last fall and now Parton covers it for the country audience. A simple, melodic piece, producer Mike Post throws in just enough musical riffs in accompaniment to enhance rather than bury Parton's vocal performance.

"ALLIGATOR WOMAN" WHOLE NEW BREED OF FUNK FROM CAMEO.

Cameo belongs to that very select roup of artists that have great success ach and every album. Their past four lbums are gold and judging from the verwhelming reaction to their new ingle, "Be Yourself", their new album, lligator Woman" is on the right path.

Jam packed with songs like "Flirt" and "Soul Army," "Alligator Woman" makes Cameo a breed apart.

"ALLIGATOR WOMAN", THE ANXIOUSLY AWAITED NEW ALBUM FROM CAMEO. FEATURING THE SINGLE, "BE YOURSELF."
CC 3231

CCLP 2021

R&B SINGLES
BB 21 ★ CB 24 ● RW 43 ■

Manufactured and Marketed by
PolyGram Records™

PEOPLE WHO B
BUY TWICE AS MANY RECO

Maxell Corporation of America, 60 Oxford Drive, Moonachie, N.J. 07074.

Y MAXELL TAPE
DS AS PEOPLE WHO DON'T.

According to research, not only do people who buy Maxell audio tape buy over 40% more cassettes in a year than the average cassette buyer, but they also purchase almost twice as many records as the average record buyer.

After all, people who are willing to pay more for an exceptional tape like Maxell must love good music. And can afford to buy the albums they really want.

So if you're wondering how you can boost record sales, maybe you should stock up on the tape that sells in record-breaking numbers.

Maxell.

IT'S WORTH IT.

PolyGram's New 45s Policy Draws Split Buyer Reaction

by Fred Goodman

NEW YORK — PolyGram Distribution's decision to institute a restrictive returns policy on all seven-inch and 12-inch singles, effective last week, received a mixed reaction from the retail end. A **Cash Box** survey of chain and one-stop buyers found many accepting the change, which is based on an award/penalty system similar to an album policy instituted several years ago by WEA, but fearing it as a harbinger of things to come from other manufacturers.

Under terms of the new policy, wholesale accounts are limited to a 40% return, with retailers allowed a 30% return. The account receives 5% of the gross amount for holding returns under the assigned percentage. There is a 10% charge for exceeding the limit.

While predicting that PolyGram's move would reduce his company's volume, Ron Sansone, singles buyer for Tone Distributors of Hialeah, Fla. termed the new policy "a fairly sane move," but added that "it does throw a monkey wrench into the process as it's been before." Sansone, like most single buyers surveyed, predicted that PolyGram will not be the only company to implement a returns ceiling on singles. "It just seems that when one manufacturer makes a move, the others follow," he said. "I think it's coming."

"Someone was in from Columbia today," said Kathy Walsh, of the Philadelphia-based Universal Records One Stop and Rack Service. "He was an independent surveyor, and he sounded like he was aware of what PolyGram had done and Columbia wanted to do something to change its return policy also. So I think everyone else will be watching."

Similarly, Pat Tidwell of Stark Records and Tapes in Canton, Ohio said that "we questioned our salesmen yesterday, and I would guess the rest of them will go. I just hope this isn't a preview to anyone trying to do away with the single."

However, a source at PolyGram familiar with that company's singles program denied that the ceiling presaged any phase-out of the market. The source, who requested his name not be used, described the new policy as "a positive move," designed to curtail overzealous buying.

"You have to watch what you buy," he said. "If you don't know how to run your operation and you buy quantity just to get a deal, that's not a good business practice. The ones who know how to buy already have return rates of 14, 20 or 30 percent, which is below our ceiling of 40 percent." While conceding that "the racks will hate it because they react really late," the source added that "the ones who understand what's happening can make money."

Many buyers agreed with that assessment. "Our returns aren't usually that high on singles," said Ron Vermette of Los Angeles' California Music Co. "They average between 15 and 20 percent, and we have our own 20 percent return ceiling for customers anyway." Universal's Walsh

(continued on page 52)

First L.A. Bank Names Stribley VP/Manager

LOS ANGELES — Arthur Stribley was recently named regional vice president/manager of the entertainment industries division of the First Los Angeles Bank.

In addition to his banking career, Stribley has acted in small theatre productions and holds a Bachelor of Arts degree in economics from Whittier College and a MBA from Pepperdine University.

First Los Angeles serves the total spectrum of entertainment needs with a staff and facilities equipped for the market, including clients in the music, recording, television, film and publishing.

Commenting on Stribley's appointment, Tom Kempf, senior executive vice president, "We're pleased that Art has returned to head the entertainment division. Art has 12 years of lending experience and a good grasp of the entertainment industry."

Diversity Marks New LP Releases

(continued from page 5)

will have its first major label LP, "Under The Big Black Sun" on E/A, out, while EMI America/Liberty is expecting big things from hard rockers RPM. Other new acts to be on the watch for: E/A's Josie Cotton, who has already created a buzz with the single "Johnny, Are You Queer," Chrysalis' Fun Boy Three with Bananarama (composed of former members of The Specials) and WB's Greg Copeland, whose debut LP is produced by Jackson Browne.

Soundtracks will be in abundance in the second quarter, with the soundtrack to the motion picture of *Annie* on CBS, the original cast album of the hit Broadway musical *Dreamgirls* on Geffen and the Backstreet soundtrack to the film *Cat People*, with music by Giorgio Moroder and David Bowie, leading the list. Other soundtracks to be on the watch for: *Blade Runner* on Polydor, *Rocky III* and *Tough Enough* on EMI America/Liberty, *Conan The Barbarian* on MCA and *Diner* on E/A.

The recent trend of dance, aerobic dance and general exercise LPs could possibly see its biggest seller yet in the second quarter with the release of the Richard Simmons ablum on E/A.

Remaining release schedules that were available at presstime are listed as follows (All of the above and below mentioned releases are tentative and subject to change at any time):

Arista — Set from the label are Dionne Warwick's "Friends In Love," a new Aretha Franklin LP, the Outlaws' "Los Hombres Malo" and Melissa Manchester's "Hey Ricky." Also due are albums from the Bus Boys, Dave Grusin and Tanya Tucker.

Capitol — Eagerly awaited second quarter product from Capitol includes the label debut effort by Ashford & Simpson, The Motels' third album and new efforts from A Taste Of Honey, Duran Duran, April Wine, The BB & Q Band, Cheryl Ladd, Frankie Miller, Amy Holland and The Dramatics. Also due is a $5.98 Greenline children's album from Anne Murray.

Chrysalis — Jethro Tull's "Broadsword and The Beast" is due April 2 from the label, while the solo debut of former Baby's lead singer John Waite, entitled "Ignition," is set for May 7. Additional albums on tap from Chrysalis are Spandau Ballet's "Diamond," the sountrack to *Joseph and The Technicolor Dream Coat* and, tentatively, Billy Idol's debut LP and a new set from Ireland's Stiff Little Fingers.

Columbia — Joining releases from McCartney and BOC, among others, will be new sets from Willie Nelson (with Roger Miller), Johnny Mathis, jazzmen Miles Davis and Herbie Hancock, Dave Edmunds, Jane Olivor, Hawks, Cher, Rosanne Cash, Bob James and Tyrone Davis. Also due is the domestic debut of top-charting Australian band Men At Work.

Elektra/Asylum — E/A is planning to have one of its biggest quarterly releases in the label's history, with plenty of product in virtually every musical category. The label will make its first foray into reggae with the

COAST TO COAST

EAST COASTINGS — Looking to compete on the late-night weekend television circuit, WCBS in New York bowed the first installment of *The Flo And Eddie Show* here last Saturday night. Hosted by ex-**Turtles Mark Volman** and **Howard Kaylan**, the program was touted as "an inside view of the music industry, capitalizing on the life and vibrancy of metropolitan New York," but proved to be no such animal. Dull and poorly paced, the show meandered through an interview with **Gene Simmons** and **Paul Stanley** of **Kiss**, then reached way back onto the video tape shelf for an antique clip of **Blondie** performing "Rapture." A bit more adventurous and up-to-date was a clip of the **Catholic Girls**. We missed the boys' medley performance segment, taped at the Bottom Line, but managed to catch the all-too-predictable segment on New York vigilante group the Guardian Angels. Flo & Eddie get another shot at it on April 3 with **Gary U.S. Bonds** and **Gregg Allman** . . . Numerous tales have been making the rounds as regards the bizarre death of **Ozzy Osbourne** guitarist **Randy Rhoades**. The story we get from Jensen/Roberts, the band's agency, is that the group was returning from a show in Knoxville when their tour bus driver stopped the bus by an airstrip outside of Orlando. The bus driver, apparently also a pilot, pulled over after a full night of driving and offered to take Rhoades and **Rachael Youngblood**, the group's hair and costume girl, up for a ride. Flying low, the plane swiped the bus with one of its wings and catapulted into a nearby mansion. Rhoades, Youngblood and the pilot were all killed, with the band reportedly sleeping through the entire affair. At presstime, the band had cancelled all up-coming shows through April 5, with a decision to be made later regarding future dates . . . Stiff America, rumored to be experiencing financial troubles, will bow a new line of T-shirts in the next few weeks. The label says the move "signifies a trend in the industry towards a diversification of services" . . . British rock critic **Tony Stewart** comes through Gotham this week to promote his new book, *Cool Cats: 25 Years Of Rock 'N' Roll Style*, which examines how rock has affected the fashion world. The book also features segments by **Ian Dury** and **Paul Weller** of **The Jam** . . . **Rita Marley** begins a tour of the Northeast soon in support of her solo debut on Shanachie Records. Dates have already been set for Montreal, Philadelphia, Boston and New York . . . Wave Records, which pacted its first artist, **Bonnie Forman**, to Columbia is now set to debut vocalist **Brenda Jones**. First single will be **C.M. Lord**'s "My Heart's Not In It" . . . The Public Theater's New Jazz Series resumes in a couple of weeks with a decidedly different bent. First show will be by **Maceo Parker** and friends featuring **Bernie Worrel** . . . Our favorite funkateers, **Curlew**, hit with a rare appearance this weekend at Maxwell's in Hoboken . . . The latest chapter in the **Tommy Tutone** "Jenny (867-5309)" saga recently unfolded in Chicago. Windy City radio station WLS heard that a little old lady with the misfortune to have the number was giving it up and quickly hit on Ma Bell for dibs. Following a 30-day clearance period, CBS arranged for the station to get the number, onto which it placed a recorded message from the band and a counter to gauge incoming calls. In the first two days, WLS reported 18,000 calls — not including those that couldn't get through. The phone company finally told WLS it was blowing the circuits and to add three more lines or disconnect . . . In the wake of the "Concert in Central Park" project, rumors abound that **Simon and Garfunkel** will reunite for a studio LP .

GIRL TALK — *Patty Donahue of Polydor/Ze recording group The Waitresses lays down the law during the band's recent appearance at New York's Savoy.* ***Cash Box*** *photo by Hank Guild*

fred goodman

POINTS WEST — L.A. is buzzing with news of **Bruce Springsteen**, currently laying down tracks in a Hollywood studio for an upcoming release. In addition, B.S. has penned a song called "Protection," which he and **Donna Summer** are recording for her next album. The man from Monmouth County, N.J. also showed up for one of **Phil Spector** protegee **Darlene Love**'s comeback concerts, and was seen at a Music Plus store buying tapes by **Graham Parker** and **The Innocents**. Fellow Garden Stater **Miami Steve Van Zant** is hard at work on a solo album, meanwhile, with most of the **E Street Band** and members from the **Asbury Jukes** backing.

DOOBIES DISJOINT — Citing conflicting solo careers by **Patrick Simmons** and **Michael McDonald**, manager **Bruce Cohn** announced the disbanding of the **Doobie Brothers**. Although plans for a series of summer shows have been called off, the possibility of a farewell tour is not being ruled out, and it seems likely there will be several anthology albums issued along with an accompanying videotape tracing the group's 12-year history.

SHORT STOPS — **X**'s next: "Under The Big Black Sun," due out in mid-June. Also look for lead singer Exene's poetry handbook, *Adulterers Anonymous*, which was co-written with **Lydia Lunch** to be in stores by Halloween . . . Two benefits by **The Grateful Dead** raised nearly 70 grand for 13 charities, including the Research Into Lost Knowledge Foundation and the Jack Kerouac School of Disembodied Poetics at Naropa Institute . . . Latest **Squeeze** release to be called "Sweets From a Stranger" with **Don Snow** replacing **Paul Carrack** on keyboards. The disc should be on shelves in mid-May . . . New **Utopia** bassman, **Doug Howard**, just selected by **Todd Rundgren** and co. . . . The **John Belushi** Memorial Foundation has been established to help charities the late star took an interest in. Among the first to be named was the World Wildlife Fund . . . **Sissy Spacek** will come out with an all-country LP and will probably sing again in her next film, *Deep Ellum*, about a white blues balladeer in 1920s Dallas . . . **Chuck Berry** will duck walk in National Lampoon's feature *Class Reunion* . . . **Capt. Beefheart** to begin work on a new album in May, tentatively called "Ice Cream for Crow" . . . **SVT** bowing a new-fangled guitarist at their April 8th Country Club gig . . . Ex-members of **Frank Zappa**'s **Mother's of Invention**, known as **The Grandmothers**, are about to unleash their second long-player . . . **Jamie James & The Kingbees** have been asked to play the Roxy again on March 31 . . . Keyboardist/bassist **Bruce Moreland** will split from **Wall of Voodoo** to pursue other musical interests. Voodoo is still working on its second album, under the working title "Metropolitan Rodeo Music" . . . **John Waite**, lead singer of **The Babys**, putting together a solo LP, "Ignition," with members of **Iggy Pop**'s, **David Johansen**'s and **Patti Smith**'s groups, and ace knobman **Bob Clearmountain** engineering.

jeffrey ressner

RCA PRESENTS 7 WAYS TO GET INTO THE BLACK

AFL1-4209

PLEASURE—PRODUCED BY RCA's own Robert Wright, this seven member band that hails from Portland, Oregon are heading for sure success this time! Their newest album, "Give It Up," has a single that's already bulleting up the charts.

SA8548

SKYY—SKYY'S SINGLE, "CALL Me," and their new album were both #1 on the Black Charts. Right now they're on tour with Kool and the Gang in support of their already charting new single, "Let's Celebrate." S7-2152 S7-7020

NFL1-8004

MICHAEL WYCOFF—MICHAEL Wycoff has emerged on this new album as an artist with a distinct sound of his own. Produced by Webster Lewis, "Love Conquers All" is strong on the funk side with a single that says it all, "Still Got The Magic." He also sings a smokin' duet with Evelyn (the only woman born to be) King. PB-13055

AFL1-4208

WAR—AFTER TEN YEARS OF making the hottest funk the world has ever known, War is bustin' loose with an album nobody can stop. "Outlaw" features the explosive single, "YOU GOT THE POWER" as well as seven other spectacular tracks that will be sure to make this the War the world will never forget! PB-13061

T-635

THE CHI-LITES—THEY'VE been making great records for twenty years! This year, Eugene Record and Carl Davis have produced an album that proves what everybody has always said about the Chi-Lites—they're hot! "Me and You" features the newest single, "Hot On A Thing (Called Love)" TC-2600

SA8551

AURRA—AURRA'S FOLLOW-up single of their smash, "Make Up Your Mind," is a fabulous track with a lot of feeling. Soon to be on tour with the Barkays, Aurra's great new single is the title-track of their Stevie Washington-produced album, "A Little Love." S7-7017

NFL1-8003

MERGE—THE NEW SOUND from Chicago features Debbie Alexander on their debut album for RCA. Merge, the band, the album, and "Take It To The Top," the single that's really going all the way! Produced by Sonny Sanders, Carl Davis & Eugene Record. PB-13050

Manufactured and Distributed by RCA Records

RCA Records and Tapes

Springfield LP Jumps Into Top 15, Fueled By 'Strangers' 45

by Mark Albert

TOP STORY OF THE WEEK is the dramatic climb of Rick Springfield's "Success Hasn't Spoiled Me Yet" LP into the Top 15 in only two weeks, bulleting at #14, up from #23. Strongest sales were reported in the west, midwest and east, with good initial rack action reported as well. Springfield's single, "Don't Talk To Strangers," jumped to #12 bullet from #18 on the **Cash Box** Top 100 Singles chart, helping to fuel immediate album response.

TOP TEN HIGHLIGHTS — The Go-Go's hold onto the #1 spot for the third consecutive week with strong retail action in all regions, particularly the east. Number one reports in New York City, Philadelphia, Hartford, Boston, Memphis, Charlotte, Dallas, Cleveland, Cincinnati, St. Louis and Los Angeles. The LP is also a solid Top 10 item at the racks . . . The soundtrack to *Chariots Of Fire* moved up a notch to #4 bullet with heavy retail reported in all regions, especially the west and the east . . . Olivia Newton-John is showing some resurgence, moving to #5 bullet, up from #6, due primarily to #1 rack sales . . . Entering the Top 10 at #9 bullet is Simon & Garfunkel's "Concert in Central Park." Sales were strong in all regions, led by the east and midwest. The album is also beginning to create a buzz at the rack level.

TOP 100 HIGHLIGHTS — Jumping back into the Top 15 after a year on the chart is Quincy Jones' "The Dude," bulleting at #15 on the Top 200 Albums chart, #10 bullet on the Black Contemporary Top 75 Album Chart and #1 on the Top 30 Jazz Album Chart . . . Two country acts that continue to make strong showings are Alabama at #16 bullet and Willie Nelson at #30 bullet. Both are selling very strong in the south, midwest and west. Top 15 rack sales are also being reported for Alabama, and early indications point to healthy rack activity for Nelson . . . The debut album by Aldo Nova advanced another 11 points to #40 bullet with good sales out of the west, midwest and south . . . Taking one of the biggest jumps this week was Scorpions at #54 bullet, up from #94. Good second week sales out of the west and midwest helped a lot . . . Buckner & Garcia's "Pac Man Fever" goes to #69 bullet due to the strength of very heavy rack sales . . . One of the hottest exercise albums available, Kathy Smith's "Aerobic Fitness," jumped to #70 bullet from #83 on the strength of very good rack action . . . Exploding into the Top 100 in its second week is Atlantic Starr at #76 bullet, with strongest sales reported in the east and south. The group's single, "Circles." jumped to #12 bullet from #16 on the Top 100 B/C Singles chart, as well as debuting on the Top 10 Singles chart at #94 . . . The Dregs at #86 bullet captured strong sales out of the south, west and midwest . . . Third World breaks into the Top 100 at #95 bullet, jumping from #118 on the strength of sales activity out of the east, south and midwest. The single, "Try Jah Love," #53 bullet on the B/C Singles chart, is helping to fuel the album's success . . . XTC, at #99 bullet, up from #119, shows good sales on both coasts.

101 TO 200 HIGHLIGHTS — Closing in on the Top 100 is Xavier at #106 bullet with fair sales out of the east, midwest and south. Helping the album is the single "Work That Sucker To Death," which is at #5 bullet on the Top 100 B/C Singles chart . . . Jimmy Page's soundtrack to *Death Wish II*, at #107 bullet, had good second week sales out of the east, midwest and west . . . The Jam takes a 24-point jump to #125 bullet, thanks to good sales on both coasts . . . Bertie Higgins, at #127 bullet, is garnering good sales action, thanks to the success of his Top 10 single, "Key Largo," which has also had moderate country acceptance. Best sales out of the south, west and midwest . . . O'Bryan, #130 bullet, is particularly strong in the south . . . Also healthy in the south is the One Way album at #132 bullet . . . Bulleting at #155 is the Dazz Band with sales activity reported in the west and midwest . . . Meco's "Pop Goes The Movies," at #143 bullet, showed good initial response out of the east in particular.

DEBUTS — The top debut of the week is Asia at #36 bullet. Strong response from all regions was aided by immediate heavy FM acceptance . . . The Charlie Daniels Band at #79 bullet enjoyed good sales action out of the south and midwest . . . Karla Bonoff, at #122 bullet, had her most favorable response from the west and south . . . Carole King, #154 bullet, had moderate response in the midwest and south . . . Dr. Hook, at #160 bullet, had good initial activity out of the west and south . . . "Adult Physical Fitness" on Gateway Records had fair rack action and bulleted onto the chart at #163 . . . Mass Production, #169 bullet, had sales reported in the east and south . . . J.J. Cale, at #174 bullet had sales response out of the south and west . . . Other debuts this week include Jay Ferguson at #178; Greg Guidry at #180; the soundtrack to *Christiane F.* at #187; and Duke Jupiter at #196.

RECORDS TO WATCH — Albums most likely to hit the charts in the next few weeks include "Below The Belt" by Franke & The Knockouts on Millennium; Iron Maiden's "Number Of The Beast" on Capitol; and Greg Kihn's "Kihntinued" on Beserkley.

REGIONAL ALBUM ANALYSIS

NATIONAL BREAKOUTS

1 ASIA
2 ALDO NOVA
3 SCORPIONS
4 WILLIE NELSON
5 SECRET POLICEMAN'S OTHER BALL
6 BONNIE RAITT
7 SAMMY HAGAR
8 CHARLIE DANIELS BAND
9 SMOKEY ROBINSON
10 FIRST FAMILY RIDES AGAIN
11 BUCKNER & GARCIA
12 WHISPERS
13 ATLANTIC STARR
14 HUMAN LEAGUE
15 TOMMY TUTONE

NORTHEAST 1.
(Metro N.Y., Upstate N.Y., Boston, Connecticut, Philadelphia)

1 ASIA
2 HUMAN LEAGUE
3 SECRET POLICEMAN'S OTHER BALL
4 SHALAMAR
5 SMOKEY ROBINSON
6 WHISPERS
7 SOFT CELL
8 WAITRESSES
9 THIRD WORLD
10 BONNIE RAITT

SOUTHEAST 2.
(Atlanta, Memphis, Nashville, Charlotte, Richmond, Miami)

1 KOOL AND THE GANG
2 SMOKEY ROBINSON
3 ASIA
4 WILLIE NELSON
5 CHARLIE DANIELS BAND
6 FIRST FAMILY RIDES AGAIN
7 LAKESIDE
8 MILLIE JACKSON
9 KARLA BONOFF
10 BUCKNER & GARCIA

BALTIMORE/WASHINGTON 3.

1 ATLANTIC STARR
2 WAR
3 ASIA
4 MECO
5 WHISPERS
6 MILLIE JACKSON
7 FIRST FAMILY RIDES AGAIN
8 ALDO NOVA
9 THIRD WORLD
10 SECRET POLICEMAN'S OTHER BALL

WEST 4.
(California, Seattle, Portland)

1 SCORPIONS
2 ASIA
3 SAMMY HAGAR
4 TOMMY TUTONE
5 WILLIE NELSON
6 ALDO NOVA
7 AL JARREAU
8 HUEY LEWIS & THE NEWS
9 BONNIE RAITT
10 HUMAN LEAGUE

MIDWEST 5.
(Cleveland, Detroit, Chicago, St. Louis, Indianapolis, Milwaukee, Pittsburgh, Kansas City)

1 ALDO NOVA
2 SCORPIONS
3 SAMMY HAGAR
4 ASIA
5 WILLIE NELSON
6 CHARLIE DANIELS BAND
7 SECRET POLICEMAN'S OTHER BALL
8 TOMMY TUTONE
9 JOHN DENVER
10 HUMAN LEAGUE

NORTH CENTRAL 6.
(Minnesota, Iowa, Nebraska, Kansas, N. & S. Dakota)

1 FIRST FAMILY
2 BUCKNER & GARCIA
3 KATHY SMITH
4 CHARIOTS OF FIRE
5 ALABAMA
6 JOAN JETT
7 FAME
8 RICK SPRINGFIELD
9 SIMON & GARFUNKEL
10 JOHN DENVER

DENVER/PHOENIX 7.

1 VAN MORRISON
2 SAMMY HAGAR
3 ALDO NOVA
4 ASIA
5 BONNIE RAITT
6 SCORPIONS
7 ONE WAY
8 SECRET POLICEMAN'S OTHER BALL
9 THE DRESS
10 DAZZ BAND

SOUTH CENTRAL 8.
(Dallas, Houston, New Orleans, Little Rock)

1 SCORPIONS
2 ASIA
3 ALDO NOVA
4 WILLIE NELSON
5 SAMMY HAGAR
6 CHARLIE DANIELS BAND
7 ATLANTIC STARR
8 SMOKEY ROBINSON
9 BONNIE RAITT
10 THE JAM

WHAT'S IN-STORE

***BARBRA* AT NARM** — The publishers of *Barbra* will have a booth at this week's National Assn. of Recording Merchandisers (NARM) convention to promote their quarterly tribute to **Barbra Streisand**. Publisher and editor-in-chief **James Spada** calls it their "coming out party," since the fanzine has been available by subscription only since its inception two years ago. Now hoping to get the mag into record stores, Spada is gearing his NARM push to that effect. His booth will provide background and sales info on *Barbra* and take orders on the spot. Hourly drawings will be held to give away 12 copies of Spada's book *Streisand: The Woman And The Legend*, a pictorial bio based on 30 interviews with Streisand associates, published last October by Doubleday & Co. and now in its fourth printing. A second drawing will then award one of the first 12 winners a VCR. "We want to show retailers that we're here," says Spada. "We're serious, legitimate and viable, and we feel that record stores are the best outlet for us because of our price and subject. At $4.95 an issue, it's too steep, and the subject is too specialized for newsstand and store distribution. But *Barbra* should be perfect for record stores." A retailer promo sheet ties the magazine in with Streisand's saleability and notes that new fans are continually made aware of her 36 still available albums through regular examinations of her entire catalog. Also mentioned is the scale discount offered to retailers starting at 40%, the availability of floor and counter displays free with minimum orders and the offer of all copies available individually shrink-wrapped and fully returnable at no cost to the retailer. The magazine itself has grown in seven issues from black-and-white pulp paper to a slick paper, full-color publication containing 48 pages of photos, trivia and in-depth interviews and articles discussing the many aspects of Streisand's career. Spada also reports that Columbia Records is using the mag in its promotional push behind Streisand's new "Memory" single. The label is buying radio time in 20 major markets so far and using it to ask trivia questions regarding Streisand's career. First prize winners get a complete Streisand catalog and copy of Spada's book. Other winners get *Barbra* subscriptions. "We've been pretty unknown for all this time." says Spada of his two-year-old fanzine, which has already grown in circulation from a mailing list of 40 names to 10,000 subscribers. "But in a month that should change."

GETTING PHYSICAL — A major chainwide "Let's Get Physical" promotion has just begun at **Stark/Camelot** to promote 14 exercise records that have been placed on sale, most at $6.99, with some doubles at $12.99. Ten-foot banners are being strung from the ceiling in all outlets, and the banner art has been reproduced, along with album minis and sale info, on a quarter-million flyers that are available at all health-oriented facilities — health spas, racquetball clubs, fitness clubs, sportswear and sporting goods stores, etc. On peak days, store clerks will dress up in their warm-up suits. The sale, which runs through April will also bring local exercise instructors to the malls where outlets are located. The chain also hopes some of the dance/exercise album stars will be able to make personal appearances. Stark originally wanted to wait for the forthcoming **Richard Simmons** LP, but as that release has been pushed back to May, advance orders will be encouraged.

CRAZY CRAZY — Even the promotions are insane at **Crazy Eddie's**. Borrowing from "The Beerhunter" cut on **Bob and Doug McKenzie's** "Great White North" album, the New York retailer last week held a "Crazy Eddie's Root Beer Roulette' contest. The album itself borrows from *The Deerhunter* movie, but hilariously substitutes a shook-up can from a six-pack of beer for the revolver in the film. Crazy Eddie's went one step farther out, and after radio spots on WNEW brought in 10,000 entries, six winners faced off atthe Paramus store, the sole survivor winning a weekend ski trip to the "great white north" at Vernon Valley Ski Lodge. Canadian bacon and record albums were given to the five that got drenched.

LOST IN THE TRANSLATION — In last week's column, a portion of the item on **National Record Mart**'s March of Dimes benefit poster was garbled in transmission from the New York **Cash Box** to Los Angeles. National Record Mart donated the production costs of the poster to the March of Dimes. It did not deduct the costs from the money raised by the sale of the posters.

jim bessman

NARM Convention To Zero In On Problems Facing Industry

(continued from page 7)

business session March 27 will confront the home taping problem, which has become a multi-billion dollar drain annually on the industry, according to a Warner Communications, Inc. consumer study released at the convention (see separate story). In addition to the WCI report, Stan Cornyn, WCI senior vice president, will deliver what is expected to be a blistering speech on the topic following the keynote address by Chrysalis International co-chairman Terry Ellis.

Mathias Amendment

Cornyn's speech will also tie in with the announcement, one way or the other, of NARM's position regarding the Mathias Amendment. The Video Software Dealers Assn. (VSDA), the division of NARM consisting of video distributors and dealers, has already come out against the Mathias Amendment, which would create a home use exemption for audio home taping, but also establish a levy on video and audio recording hardware and blank tape sales. However, in spite of the VSDA's stand, because of the record industry orientation of NARM, it is expected that it will come out in favor of the Mathias Amendment.

Should it come to pass that NARM comes out in support of the Mathias Amendment, it will also be proposed at the opening business session that the organization join the newly formed Coalition to Save America's Music. The coalition, developed by the Recording Industry Assn. of America (RIAA) and the National Music Publishers Assn. (NMPA), includes a variety of industry organizations (claiming representation of over 2 million people and 1,000 companies) that are united in their support of the Mathias Amendment because of the royalties (currently lost to home taping) that will be created by the levy on recording hardware and blank tapes (see separate story).

"If the NARM board of directors decides to support Mathias, then we become part of the coalition," said Cohen. "If they don't decide to support Mathias, we don't become part of the coalition."

Finally, the opening business session will feature an update on the "Give the Gift of Music" campaign. Since the concept was introduced at the NARM convention in Las Vegas in 1980, there have been a number of significant developments, most impressive of which was the creation and approval of an institutional advertising campaign for the industry set to begin in 1983.

"We're going to be announcing basically where we're going," said Cohen, "but we're also going to step back after two years and say, 'look what we've accomplished!' We're also going to recognize some companies that have excelled in advertising the Gift of Music theme from the merchandising point-of-view, and we're going to celebrate the Gift of Music with a show."

A more nuts-and-bolts approach to practical problems will highlight the general business session of March 28, entitled "Face The Music: Let's Reverse The Downward Trend." While the opening business session will confront large issues, "Face The Music" will feature a hard-nosed approach to specific problems.

'Face The Music'

"The second day program, 'Face The Music: Let's Reverse The Downward Trend,' Lou Fogelman (president of Show Industries) is the chairman of that day, and a number of prominent retailers will be speaking, as well as RCA Records president Bob Summer, who will address the issue of counterfeiting and piracy," Cohen said, "It's going to be a very important day."

Among the topics to be covered during the session will be "Improving Communication Among Retailers, Wholesalers and Manufacturers: A Comprehensive Blueprint," chaired by James Greenwood, president of Licorice Pizza; "The Unlimited Growth Potential of Midline Product," featuring Fred Traub of The Musicland Group; "Yes, Virginia, There Is An Alternative To Radio Play," featuring James Bonk of Stark Record and Tape Service; "Counterfeiting and Piracy: A New Action Program," featuring RCA's Summer; "Maximizing Cassette Sales Via Creative

(continued on page 53)

BREAKOUTS/PLUS PROFIT

ALBUM BREAKOUT

ASIA — GEFFEN GHS 2008

Breaking Out Of: Wherehouse — National, Sound Unlimited — National, Harmony Hut — East Coast, National Record Mart — Midwest, Strawberries — New England, Everybody's — Northwest, Spec's — South Florida, Lieberman — Dallas/Portland, Tower — Campbell/Los Angeles/Sacramento, Licorice Pizza — Los Angeles, Record Factory — San Francisco, Charts — Phoenix, Big Apple — Denver, Dan Jay — Denver, Mile Hi — Denver, Wilcox — Oklahoma City, Star's — Dallas, Disc — Dallas, Leisure Landing — New Orleans, Tape City — New Orleans, Vibrations — Miami, Turtles — Atlanta, Oz — Atlanta, Gary's — Richmond, Waxie Maxie — Washington, Record & Tape Collector — Baltimore, Richman Bros. — Philadelphia, Stratford — Long Island, Crazy Eddies — New York, King Karol — New York, Cutler's — New Haven, Central One Stop — Hartford, Harvard Coop — Boston, Lechmere Sales — Boston, Cavages — Buffalo, Harmony House — Detroit.

MERCHANDISING AIDS: Contact Your WEA Representative.

SINGLE BREAKOUT

SINCE YOU'RE GONE • THE CARS • ELEKTRA E-47433

Breaking Out Of: P.B. One Stop/St. Louis, Vibrations/-Miami, City One Stop/Los Angeles, Potomac One Stop/-Baltimore, Disc-O-Mat/New York City, Karma/-Indianapolis, Tower/Sacramento, Radio Doctors/-Milwaukee, Tower/San Diego.

TOP SELLING ACCESSORIES *

Allsop Cassette Head Cleaner 70400
Atari Video Game 2646 — "Pac-Man"
$ Discwasher D-4 1¼ oz. Refill Fluid
Discwasher D-4 System Kit
Discwasher "Perfect Path" Cassette Cleaner
Duracell "AA" Batteries (4/Pak)
Le-Bo Outer LP Covers
Maxell UDXL I C-90
Maxell UDXL II C-60
Maxell UDXL II C-90
$ Maxell UDXL II C-90 (2/Pak)
Maxell VHS — HG 120
Pickwick Cassette Head Cleaner
TDK Cassette Head Demagnetizer
TDK Reel to Reel LXB - 5060
TDK SA C-60
$ TDK SA C-90
TDK SA C-90 (3/Pak)

COMPILED FROM: Record Theatre — Cincinnati • Peaches — Cincinnati, Cleveland, Columbus • Tower Records — Seattle • Charts — Phoenix • Big Apple — Denver • Gary's — Virginia • Cutler's — New Haven • Karma — Indianapolis • Lieberman — Denver, Portland • Radio Doctors — Milwaukee • Musicland — St. Louis.

TOP SELLING MIDLINES

AC/DC • Let There Be Rock • Atco SD-36151
$ **B-52's** • Mesopotamia • Warner Bros. MINI 3641
Beatles • Rock 'N Roll, Vol. I • Capitol SN/16020
Beatles • Rock 'N Roll, Vol. II • Capitol SN/16021
Tommy Bolin • Private Eyes • Columbia C-34329
Doors • The Doors • Elektra EKS 74007
Dan Fogelberg • Netherlands • Full Moon/CBS PE 34185
Crystal Gayle • Classic Crystal • United Artists LOO-982
$ **Human League** • Dare • Virgin/A&M SP-6-4892
Johnny and the Distractions • Let It Rock • A&M SP-6-4884
$ **Janis Joplin** • Farewell Song • Columbia PC 37569
$ **Carole King** • Tapestry • Columbia PE 34946
Tom Petty and the Heartbreakers • MCA SR 52006
$ **Romeo Void** • Never Say Never • 415 Records/415A-0007
Secret Policeman's Ball — The Music • Island IL 9630
$ **Shooting Star** • Hang On For Your Life • Virgin/CBS NFR 37407
Shooting Star • Shooting Star • Virgin/CBS PE 37720

COMPILED FROM: Lieberman — Denver, Portland • Big Apple — Denver • Gary's — Virginia • Cutler's — New Haven • Karma — Indianapolis • Peaches — Cincinnati, Cleveland, Columbus • Charts — Phoenix • Record Theatre — Cincinnati • Alta — Phoenix • Tower Records — Seattle • Sound Video, Unlmtd. — Chicago • Radio Doctors — Milwaukee • Musicland — St. Louis • Sound Warehouse — San Antonio • Dan Jay — Denver • Disc Records — Dallas • Licorice Pizza — Los Angeles.

* Excludes T-Shirts & Paraphernalia $ Heavy Sales

Controversial Mathias Bill To Spark Video Action At NARM

by Michael Glynn

LOS ANGELES — Controversy might well overshadow business issues entering the March 29 workshop session on "The Video Software Marketplace: The Role of The Record & Pre-Recorded Tape Merchandiser" during the National Assn. of Recording Merchandisers (NARM) convention here. By that time, NARM is expected to have made an official decision on whether or not to support the Mathias Amendment to S. 1758, the DeConcini Bill, which together would not only create a home use exemption for both video and audio home taping, but create a royalty for copyright owners to be paid for through a levy on both blank tape and hardware as well. (The DeConcini Bill alone would simply create a home use exemption for videotaping.)

However, what video dealers are most worried about is that the Mathias Amendment, if passed, would also restrict the right of first sale. The board of the Video Software Dealers Assn. (VSDA), a division of NARM, has already voted unanimously to actively oppose passage of the Mathias Amendment in the Senate, as well as the similar Edwards Bill in the House of Representatives, but at presstime, it was uncertain whether NARM would follow suit.

According to Joe Cohen, who serves as executive vice president of both the VSDA and NARM, there was some possibility that the two associated trade groups would take opposing stands.

"It could happen," said Cohen. "An analogous situation to this would be when Warner Communications, Inc. opposed the hike in the mechanical royalty rate, Warner Music, its publishing arm, supported it. It might very well be the case that the same thing could develop here. After all, the VSDA is a completely separate division of NARM."

Cohen did add that he felt passage of the Mathias Amendment wouldn't actually hurt NARM's record retail constituents and "may even be a help."

"A lot of our record and tape retailers are located in malls, and they would have a lot of trouble renting video anyway, so I don't think that the Mathias Amendment would affect them all that much," Cohen suggested.

Some Disagreement

Some NARM members, however, staunchly disagree. One retailer, who wished to remain anonymous, noted that manufacturers of blank tape and audio/video hardware would "undoubtedly pass along" tax costs if the the Mathias Amendment passes, meaning higher retail prices.

"It would definitely inhibit some sales," said the retailer. "It's scary to think about it."

At presstime, Cohen indicated that it had not been decided whether NARM would announce its position following a March 25 board meeting or after an address by Warner Communications, Inc. Record Group executive vice president Stan Cornyn and presentation of a WCI home taping survey given by Mickey Kapp and Dr. Martin Fishbein March 26. The decision, added Cohen, may also be predicted upon a poll of NARM members.

Whatever the outcome, though, the issue is expected to play a minimal role in what is intended to be a mostly business-oriented video workshop March 29, which NARM's Cohen pointed out is designed to help answer the "key question" for record retailers, "Why Now: Why Should I Be More Interested In Video Today Than I Was Last Year?"

According to workshop chairman Russ Bach, vice president of marketing development for WEA Corp., a panel of five retailers and distributors will answer various prearranged questions covering such business aspects (with regards to video) as finance, marketing and distribution.

Panel Members

Larry Schaefer of the Miami-based Vibrations chain will handle the above-mentioned query, while Sound/Video Unlimited's Noel Gimbel, Licorice Pizza's

(continued on page 22)

Bar Coding Issues To Be Discussed At NARM Confab

by Larry Riggs

NEW YORK — In an effort to encourage record retailers to install bar code scanners, the National Assn. of Recording Merchandisers (NARM) is sponsoring three seminars at its 1982 convention. The seminars will demonstrate how the computerized pricing system can help the recording industry in inventory management, returns processing and product movment by speeding up inventory reports between retailers, distributors and manufacturers.

NARM, with the assistance of the Recording Industry Assn. of America (RIAA), is seeking to get all major record companies to print bar code labels on their new releases and to encourage record retailers to install bar code scanners in their outlets. "First and foremost, we're encouraging manufacturers to ensure that all pre-recorded product and some past catalog use bar code labels," said Joe Cohen, executive vice president of NARM.

In the first seminar, Jack Eugster, president of the 435-store Musicland Group, will discuss his company's use of the computerized equipment, which has been installed in all its retail outlets as well as Musicland's Minneapolis distribution center. During the second seminar, Roy Ember, president of the Elroy Corp., which owns the Record World chain, will discuss his outfit's model store in Forest Hills, N.Y. which has been demonstrating the use of bar code scanners. The final seminar will focus on the latest available bar code scanning equipment and will be conducted by Shelly Harrison, NARM's bar coding consultant.

Musicland System

Many retailers have shied away from buying bar code scanners, claiming the expense is unjustified when only a few of the major record manufacturers print bar code labels on all their product. However, one solution, which Eugster has implemented, is to print his own bar code labels for product that lacks them.

"We decided to install the equipment because we needed better information on our inventory more quickly," said Eugster. "We wanted to be able to maintain sales by title inventory and get quicker replacement and for that, we needed electronic transmission."

Currently, the CBS labels, MCA Records, RCA Records, Capitol Records and A&M Records print Universal Produce Code (UPC) labels on the jackets of their new product. According to Cohen, Atlantic Records and PolyGram Records have promised to begin printing UPC labels on their new releases "in the near future." In contrast, Motown Records, a major independent manufacturer, is reportedly still hesitant to begin printing the UPC labels on their product.

In addition, Cohen indicated that one reason why PolyGram, a German-based company, has not yet adopted bar code labels is that it wants U.S. retailers to use the ORC, the European bar code system that employs another digit and is unintelligible to UPC scanners. NARM, on the

(continued on page 22)

Okinow To Stress 'Gift Of Music' Ad Push During 1982

by Richard Imamura

LOS ANGELES — With the National Assn. of Recording Merchandisers (NARM) convention underway this week, Harold Okinow, president of Minneapolis-based rack jobber Lieberman Enterprises, assumes the position of NARM president. Okinow, chairman of the NARM Rack Jobbers Committee since last year's convention, will succeed John Marmaduke, president of Amarillo, Tex.-based Hastings Books, Records & Video.

While insisting that the position of NARM president "isn't analogous to the position of corporate president" and that "the direction of NARM will be set by the entire board of directors," Okinow personally looks forward to implementation of the "Gift of Music" institutional advertising campaign as one of his top priorities for the upcoming year.

"Now that we've finally gotten a consensus on how the institutional advertising campaign is to be funded, we can move ahead," he said. "During the year, we will be working out marketing concepts to utilize the 'Gift of Music,' and hopefully start to implement them in the fourth quarter and afterwards.

"That, I think, is the most important thing that NARM can do," he added.

Okinow will also pay close attention to the emerging video field, especially since the formation of the Video Software Dealers Assn. (VSDA) as a division of NARM and the so-called "Betamax" decision outlawing home videotaping last year.

'Something New'

The VSDA will provide another area for NARM in the coming year. The VSDA "is not a greater role for NARM in the video area," he said, "it's something new, on top of rather than a substitute for anything else. A certain number of our members are already active in the whole video scene now, and as time goes by, I think more of them will get active. So they will have to have their particular areas dealt with by the VSDA and others, who aren't members of NARM, who are just video dealers, will, I hope, be serviced pretty well by VSDA too."

On the question of whether NARM would join with the VSDA in support of the De Concini bill, which would grant

Harold Okinow

home use exemption for home videotaping of copyrighted works, and the Mathias amendment, which would add a home use exemption for audio recordings (essentially legalizing home taping), as well as a levy on both audio and video recording hardware and blank tapes, Okinow said NARM is "certainly going to take a position.

"I think the (music) retailers can live with a levy on blank tapes; it's not going to be that much," he said. "I don't think it would impede sales at all. That's my personal feeling. Having another tax on hardware, though, might be another issue."

One area of concern that Okinow has long been involved in as a NARM member and rack jobber — upgrading packaging for cassettes — will more than likely disappear from any official agendas in the coming year. "It seems like it's impossible to get a consensus on the subject," he said, adding that Lieberman is currently using its own 4"x12" package for both cassettes and 8-tracks.

"Most of the retailers have dealt with the issue already," he added. "What's happened is that we've already sold our package to some of the retailers, and I suspect that we'll sell to some more. I think that our package might become the standard. I honestly think it will."

Okinow, a longtime industry veteran, has been with Lieberman since the '60s. Along with company chairman David Lieberman, Okinow helped guide the company along the path of expansion that has seen the company grow into a rack jobbing giant, with 900 employees in nine branches serving over 2,500 accounts, as well as a one-stop operation that services over 1,000 customers.

Independent Distributors Committee Charts New Directions For 1982

by Fred Goodman

NEW YORK — This year's National Assn. of Recording Merchandisers (NARM) convention is expected to serve as the springboard for a refocused independent distributors' committee. After a year of relative inactivity, the nine-member committee will concentrate on presentations to producers and labels, hoping to woo them away from branch systems. Jim Schwartz, president, Schwartz Bros. Inc., will serve as the committee's next chairman.

Following its inception at last year's convention (**Cash Box**, April 25, 1981), the committee was urged by Elliot Goldman, then executive vice president/general manager, Arista, to direct its attentions towards landing either PolyGram, RCA or MCA. At the time, those companies were perceived as visibly in trouble due to the financial strains of meeting their distribution overheads. However, since the last convention, none of these companies has shown any interest in abandoning their commitments to branch distribution. Subsequently, the committee has decided to concentrate on attracting labels presently pacted to major branch systems via printing and distribution agreements.

"Many of the producers and some of the labels are still disenchanted with their relationships with the major manufacturers," said Schwartz. "But I think the growth is there. We can show that there's viability with a record that will sell 50,000 pieces nationally, whereas some of the key manufacturers feel that if they can't get the 3-400,000 piece sale, it's not worth going after."

Indie Advantages

Schwartz credits independent distributors with an intimate knowledge of their own regional markets and points out that well-coordinated national promotion drives involving the indies could potentially give a label more manpower than a branch system could. Schwartz has developed what he termed his "own version of the trickle-down theory" to describe what he

(continued on page 22)

Beverly Glen Music.

Our catalogue was composed, not compiled.

Bobby Womack's smash LP, "The Poet" BG-10000
includes "If You Think You're Lonely Now" BG-2000B and his
just released new single, "Where Do We Go From Here" BG-2001
The album is now available on cassette and 8-track tape.

On Beverly Glen Music Records and Tapes.

Beverly Glen Music

©1982 Beverly Glen Music

1982 NARM Preview

Advance Planning Key To Co-op Advertising From Labels

by Michael Martinez

LOS ANGELES — Record manufacturers are becoming more frugal with co-op advertising expenditures, but, according to some retailers, they are also following up more closely with ancillary marketing support, including in-store display materials and point-of-purchase advertising. While the labels may be spending less money on advertising — due in part to budget cuts and the slow flow of product — most retailers feel that record companies are still open to dealers who propose well-planned and thorough ad campaigns.

Those dealers contacted by **Cash Box** said that advance planning, picking the right media to advertise product, shaping the advertising to suit the character of the product, greater product and market research and encouraging labels to spend ad dollars on new and developing product are retail's most effective tools in obtaining manufacturer co-op ad money.

"These days, about 95% of the time all of the labels want stores to have displays up, point-of-purchase material in-store and heavy buy-ins to assure stocking before they OK an ad campaign," explained Michael Reff, executive vice president at the Portland-based Everybody's chain. He said that most labels insist on full support of their product when they provide co-op advertising funds

Many labels make the decision to provide coop ad dollars for promotions developed by a dealer on a regional basis. According to Joe Petrone, vice president of marketing for EMI America/Liberty Records, the regional marketing staff has been delegated the responsibility to allocate co-op ad cash because they are more familiar with local market considerations.

"We may set aside certain funds for developing artists," explained Petrone. "This is done so the artist will not get lost in the shuffle.

"We may set aside certain funds for uses co-op advertising," Petrone continued. "If you turn on the TV and Ford or GM are running an ad, they don't usually tag the dealer. The record industry does that as a wedge to get people to run promotions and stock new and developing artists."

But according to Jerry Glazio, vice president of advertising for the Canton-based Camelot chain, "The key to putting together a promotion is to make sure it's mutually beneficial to both manufacturer and retailer."

Glazio pointed to a chain-wide campaign titled "Let's Get Physical" which featured 15 exercise LPs that were jointly co-oped by all of the labels that were marketing such albums. He said that the albums sold well at a reduced sale price that was offered in the advertisement. He said the strength of the campaign was embodied in the numerous cross-merchandising tie-ins the promotion lent itself to. The chain tied in with health spas, health food stores and sporting goods stores to carry the campaign through.

But even Glazio recognized that the flow of co-op advertising dollars is not as great with the slowdown of product.

No Balance

Because of the "glut of superstar releases in the fourth quarter of each year," according to Alan Schwartz, director of creative marketing for Show Industries, the umbrella company for the L.A.-based Music Plus chain and City One Stop, there are fewer ad dollars available in the first quarter than during other times of the year.

He said that while this made it easier to work with mid-range or new artists like Sammy Hagar, Bob & Doug McKenzie, Joan Jett, Chilliwack and the Plugz, it would be more advantageous if there was a good mix of superstar and new and developing artist to sell throughout the year. "It makes for some aggressive campaigns when you chase a nibble on a new artist and break them with the aid of advertising and merchandising," explained Schwartz.

Many dealers said that an effective tool to secure co-op ad funds has been to plan well in advance around a specific event or release.

Reff at Everybody's said that they usually have at least one major advertised sale each quarter. Most recently, the company had an A-Z sale, where each day during March, certain product beginning with the letter featured that day would be put on sale.

Many of those contacted felt that it was advantageous to plan more promotions around a wider spectrum of gift-giving occasions, an attitude resembling the "Give the Gift of Music" institutional ad campaign being developed by the National Assn. of Recording Merchandisers (NARM).

But on a more practical side, some retailers felt that certain basic practices can bring a steady flow of co-op advertising dollars to a retail chain.

Demonstrating a positive relationship with the media where a dealers's stores are located was one major point raised by Marcey Penner, advertising director for the Washington, D.C.-based Waxie Maxie chain. Penner said that getting good times, rotation placement and production on an advertising campaign was an important factor when labels decide to dole out co-op cash. She added that many stores buy year-long contracts in anticipation of having a steady flow of ad dollars.

While she noted that most labels wanted to feel confident that a retail chain would back an ad with a buy-in, offering sale price and in-store merchandising, Penner explained that being able to creatively fashion an ad around the character of the artist was equally important to the label. Aside from developing an ad that fits the artist, she continued, "We develop something that will reach the consumer without compromising the image we hope to develop around our stores."

But Petrone said that the "ultimate responsibility for an artist is mine. We don't ask retail to take responsibility for developing the ad presentation for an artist, although we need the retailer to reach the consumer."

He added that EMIA/Liberty provides pre-developed radio and TV spots and ad mats to dealers who will run their ads.

Many Alternatives

While Penner stressed product and market research as the keys to successfully obtaining ad monies, Schwartz at Show Industries said that exploring new advertising mediums was equally important.

"We use print, radio, TV, bagstuffers, in-store flyers, whatever it takes and is appropriate for a particular artist," explained Schwartz.

Reff also advocated use of more alter-

(continued on page 22)

After 22 years of popularity and sales in excess of
Eight million Smurf recordings in Europe and Canada within the last 3 years;

Sessions Records is proud to announce

Smurfing Sing Song

is now available in the U.S.

Watch for its introduction in your area

MARKETING AND DISTRIBUTION BY

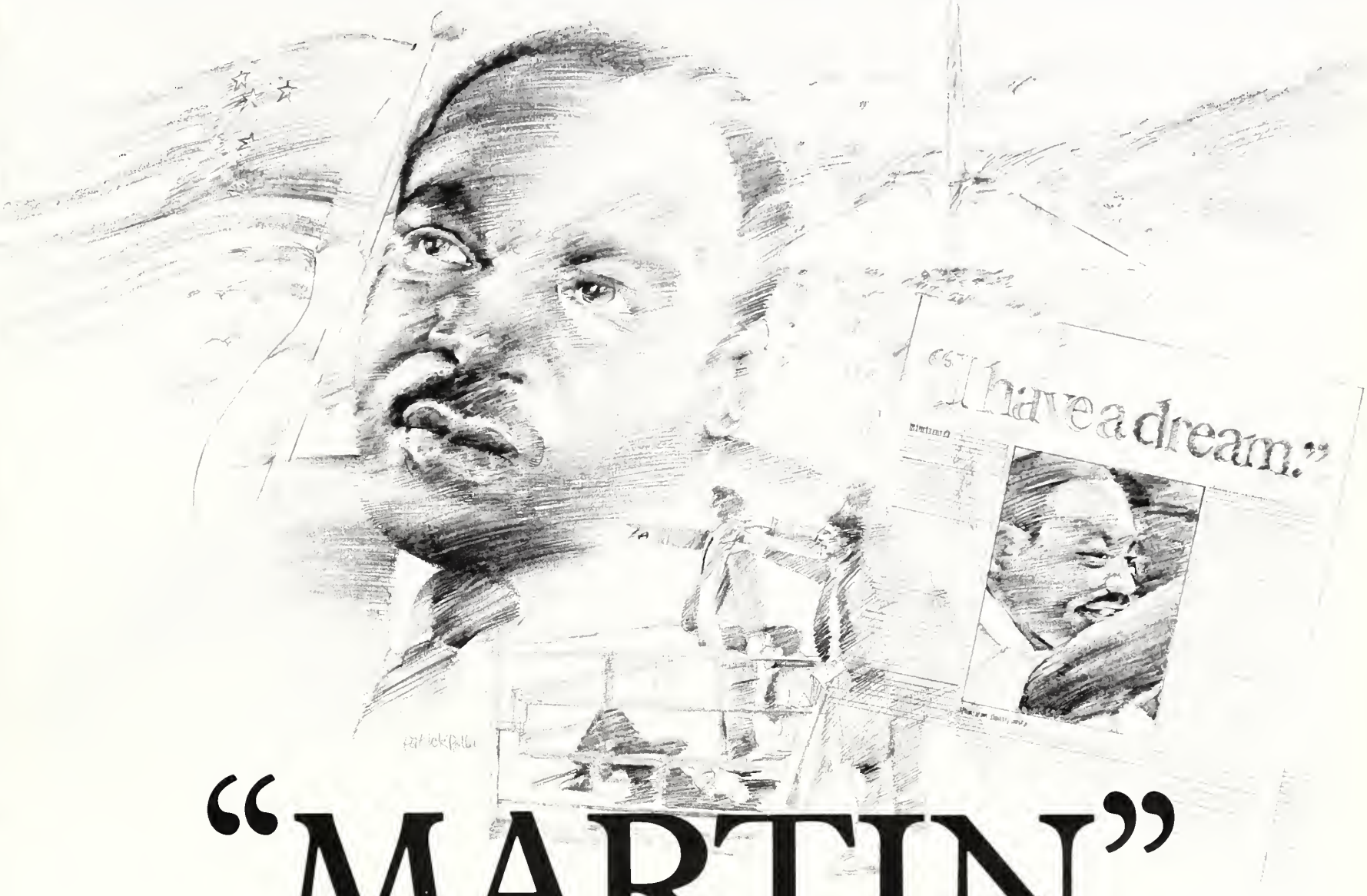
A.A./Wonderland Records
A Member of the bg Bestway Group

1105 Globe Avenue, Mountainside, NJ 07092
201/233-9435

SESSIONS ®

APRIL 4, 1968

After 14 years, the dream is still alive
Watch your phones light up when you play...



"MARTIN"

...a new single recorded by Bobby Jones and New Life

M-255

IMPORTANT NOTICE TO D.J.'s

- This is just one great song that your listeners will want to hear Friday through Sunday, April 2–4. Join hundreds of radio stations in playing "Martin" in memory of the man, the legend...and the dream that still lives on.
- You make the decision to play it or not
- No independent promoters will be calling you

MSB-6693

For radio copies:
Texas **(817) 772-9589** Mike Dworak
Los Angeles **(213) 508-5550** James Bullard

To order stock, see your distributor or call toll free: **800-433-3340** Nationwide; In Texas **800-792-3270**

BOOKING INFORMATION:
SPLENDOR PRODUCTIONS (305) 830-6636

myrrh

WORD DISTRIBUTION

Digital Disc Systems Present New Possibilities For Retailers

by Michael Glynn

LOS ANGELES — Digital may now be just another category in the audiophile bin of most record retailers, albeit a growing one, but according to market penetration forecasts for the Sony/Phillips "Compact Disc," just one of the three "pure" digital (non-analog) systems slated for introduction by 1984, more than 800,000 playback units are expected to be in the U.S. by mid-decade with a total of 2.7 million worldwide.

That's not including the 10 million anticipated by the end of the 1980s for the DRC/Soundstream system in development, while projections aren't even available yet for the third, JVC's Audio High Density (AHD).

These are among some of the details on the past, present and forseeable future of digital audio technology and its implications at the record retail level that will be covered during a March 28 morning business session of the National Assn. of Recording Merchandisers (NARM) convention here.

Entitled "The Magic of Digital Music," the 90-minute segment will present an overview of digital — from the generic to specific techniques — in addition to technical aspects of all three systems, marketing facts and specifications, record label and artist feelings on the subject and merchandising proposals.

According to segment chairman Chris Stone, president of the Society of Professional Audio Recording Studios (SPARS) and the Record Plant, some of the highlights are expected to be a demonstration of Sony's Compact Disc with the Bee Gees' "Living Eyes" LP; a "torture test" pitting analog versus digital discs; and, tentatively, taped messages from recording artists Stevie Wonder and the Bee Gees on the subject of digital recording.

Standardization, although only to be briefly touched upon during the fact-filled segment, will undoubtedly be a conscious, if largely unspoken concern among attendees. In view of economic conditions and the "shake-out" already being seen in the videodisc industry, recording merchandisers are viewing the digital disc with typically cautious optimism.

"The idea, of course, is to try to get a standard prior to millions of dollars being spent on what could become less popular systems," Stone said.

Up-To-Date Review

Following the introduction by Show Industries president Lou Fogelman and opening remarks by Stone, SPARS regional vice president and Motown/Hitsville Studios VP/GM Guy Costa will give a capsule review of the histories of both analog and digital techniques (including noise reduction and audiophile recording techniques prior to the advent of digital). In regards to digital, Costa will cover the basic, step-by-step working of the process (in non-technical terms) and discuss each of the three systems individually, accompanied with a slide presentation. Costa's presentation will conclude with a side-by-side demonstration of analog and digital, after each has been subjected to scratching, sand and carpet static.

On the topic of marketing facts and specifications for the Sony/Phillips, DRC/Soundstream and JVC AHD systems, Stone will then report on answers from executives in all three companies to the questions of projected hardware availability, initial (and projected eventual) costs, licensing and market forecasts.

The results of Sony's survey seem to indicate that the Sony/Phillips system, with the earliest introduction dates (fall of '82 for Japan, spring of '83, or sooner, for U.S.), lowest starting price given ($750) and largest number of licensees (37 hardware/software manufacturers in Japan, Europe and Korea confirmed), will have the initial edge in the marketplace. Sony/Phillips expect market penetration to reach more than 12 million units in the U.S. and 29 million worldwide by 1990, while DRC/Soundstream is projecting 30% of market share by the same period.

The results of the record label survey, slated to follow, indicate that executives like most retailers, were adopting a "wait and see" attitude "pending formal introduction of hardware in the U.S. and the resolution of software agreements," according to Stone. A point of contention, however, which remains unresolved is the three cents per disc royalty being asked for by Phillips from software licensees.

No Software Royalty

CBS Records Group deputy president/COO Dick Asher expressed the opinion that royalties should be paid only for hardware, pointing to the fact that "when CBS developed CX, they felt they had to give the software away for it to be successful."

Stone concluded by saying, "The record companies are digging in their heels on this issue but that was the only issue upon which a non-positive opinion was expressed."

Record retailers are already considering the various aspects of merchandising this new technology with the mass market in mind.

To achieve immediate and total integration of the CD into the present record retail environment, NARM and Hastings/RecordTown/Disc chains president John Marmaduke believes that product packaging must be compatible with the present

(continued on page 35)

NARM Stresses Bar Coding Advantages

(continued from page 18)

other hand, wants the UPC system adopted universally and is not alone in that view. "I'm very much against PolyGram going in their own direction," said Musicland's Eugster. "It makes it very difficult for us."

At the time of last year's NARM convention, when only 40% of product was bar coded, several major record manufacturers expressed concern that printing bar code labels would be wasteful, claiming retailers would never install scanners (**Cash Box**, Apr. 18, 1981). Conversely, both the Record World and Stark/Camelot chains said they would not install bar code scanners in all their outlets until 80% of prerecorded product featured bar code labels. But now that it has constructed a model scanning system in its Forest Hills, N.Y. store, Record World appears ready to compromise.

"Well over half of what Record World sells is bar coded," said Sandy Paul, president of SKP Associates and one of NARM's bar coding consultants. "It was installed in February, and the store manager can now inquire into the computer memory for titles, get reports from the manufacturer, and know which is the best selling album, 8-track or cassette."

Systems Update

Another of NARM's bar coding consultants, Shelly Harrison, will tell the convention about different bar coding systems currently available. "There are a good number of manufacturers and five of them will have exhibits at our convention," said Cohen.

In addition, Cohen is attempting to get the major labels to print bar code labels on re-released product that sells well. "When they reprint a jacket or change the artwork, they should add on a UPC label," said Cohen. "It only costs about $15 for a film master so that comes out to no cost. They should consider doing this now, especially with the current success of midline product."

Planning Is Key To Co-Op Success

(continued from page 20)

native or non-traditional ad media, such as late-night TV and college newspapers. Both Schwartz and Reff agreed that the price of radio time was skyrocketing, making it necessary to employ that outlet (still acknowledged as a major seller of records) in a more prudent manner.

Penner suggested that use of radio was more effective when a station is somehow involved with the promotion on a cooperative basis. As an example, she cited a recent promotion contest with the George Duke album, titled "Dream On and Wake Up in the Bahamas." Washington, D.C. black contemporary station WHUR donated airtime to announce that listeners could register for the contest at the Waxie Maxie stores, while CBS bought several spots highlighting the LP.

"Everybody benefitted from that kind of promotion; the radio station attracted more listeners, Waxie Maxie store traffic increased, and the Duke album sold more," Penner said.

Non-traditional record advertising and promotion outlets have shown their strengths, however. Michael Vassen, advertising director for AD Ventures, the in-house ad arm for the Durham-based Record Bar chain, said that the web successfully broke Rick Springfield's "Working Class Dog" LP in the southeast with an ad campaign centered around *TV Guide* advertising. He said that the campaign was successful because of the artist's strong identification with the television audience as the character Noah Drake on ABC-TV's *General Hospital*. He said that the same reasoning could lead to successful campaigns for the current Mike Post and *Dukes Of Hazzard* TV cast LPs.

Midlines Help

Midlines are another product that retailers cite as a profitable co-op area.

(continued on page 37)

Mathias Bill To Spark NARM Video Activity

(continued from page 18)

Larry Foster, Crazy Eddie's Burt Goldstein and Artec's Marty Gold will take on other topics.

Gimbel is set to field the question "Can A Record Store Find Happiness Today In The Video Software Marketplace?," while Crazy Eddie's Goldstein is slated to cover the financial opportunities and problems of record retailers' involvement in "What Are The Risks and Rewards of Carrying Pre-Recorded Video Software?"

Bach noted that Licorice Pizza's Fos' will cover methodology of advertisin promoting and merchandising video product that the record retailer will have to deal with, as opposed to the audio marke' place. "He'll answer the questions 'What d you do that's different?' and 'How do you a- tract that customer?' " said Bach.

Gold, of Vermont's Artec, video distributor, will talk about the process of video distribution and the differences in racked departments, leased departments and owned and operated stores in answer to the question "What About Video Distribution?"

"Following the panel, I intend to go to some prepared questions for the individual panelists," Bach stated, adding that these additional questions would cover such related topics as club membership, sale and aftersale of video products, video accessories, the videodisc and how it fits into the retail picture and, possibly, rental prices.

Other topics that Bach said will "probably" be covered include point o purchase materials for video software, the customer base for home video and the training for management and staff for video sales.

"After that, we'll throw it open to questions from the floor," concluded Bach.

Independent Distributors Committee Eyes A New Direction For 1982

(continued from page 18)

sees as the advantages of indie distribution.

"When a separate company goes to an RCA or a Columbia or whoever, the major force might try to happen at headquarters," he said. "But I don't think those things trickle-down to the branches. When they speak with us, they're not talking to branch managers, but to guys who own their own companies and can react. We're still at the grassroot level with our own staff and our own marketplace."

"We feel our sales force is probably bigger than any branch force," added committee member Tony Dalesandro of MS Distributing Co. "The warehouse facilities are larger, and in reality, the capital of all the indies combined is probably equal to some of the larger branches."

Spreading The Word

To help cement their position, the indies will be seeking information from both distributors and retailers, which they can feed back to interested labels. "I think by having dialogues with our existing customers and exploiting the results with our own manufacturers, it won't take that long for the word to go out about what we're doing," said Schwartz.

Schwartz also feels the independent distributors should do more to advertise the role they've played in nurturing markets that branch distributed companies originally passed on.

"The whole thing with exercise records started with independent distributors," he said. "That wouldn't have seen the light of day with major distribution because their priorities are a little different from ours. Gospel music is another area — if it wasn't for the indies, I don't know if the majors would have gone into it. Now they're trying. We've always done it, and I guess the majors have seen a tremendous amount of dollar volume. Or dance music. They said disco was dead, so they dropped out of the market. Now they're coming back again. By the time you take the gospel and dance, you have quite a picture to talk about in terms of just this past year."

Reorganize Committee

Schwartz and Dalesandro also see the need for reorganization within the committee. "I want to make us much more active," said Schwartz. "We had a questionnaire this year, and I don't know how well it was adhered to. I myself am disappointed not to see anything done about it, although it might be in the works as one of the issues around the convention." Adds Dalesandro: "We're going to have to break down the responsibilities. It's just too much for the chairman to do all the work."

But clearly, getting artists, producers and record companies interested in independent distribution is the order of the day, and to do that the committee will redirect its thinking.

"We talked about labels like PolyGram and MCA at last year's NARM," said Schwartz. "But I think maybe what we do would be of greater benefit to some of these small labels, excellent producers and great artists that are just not happening where they presently are."

VENTURE RECORDS
Who Told The World About
"MURPHY'S LAW"

BY CHERI
V-149
VD-5019

SALUTES
NARM '82

Action Music
Cleveland, OH.
(216) 243-0300

All South Distributor
New Orleans, LA.
(504) 568-0971

Alpha Distributor
New York, NY.
(212) 397-1920

AMI Distributor
Livonia, MI.
(313) 525-7600

Associated Distributor
Phoenix, AZ.
(602) 278-5584

BIB Distributor
Charlotte, NC.
(704) 527-0440

Big State Distributors
Dallas/Denver
(214) 631-1100 (303) 759-8500

California Record Distributor
Glendale, CA.
(213) 245-6464

MS Distributor
Morton Grove, IL.
(312) 478-1133

Pacific Record & Tape
Oakland/Seattle
(415) 639-7661

Stan's Record Service
Shreveport, LA.
(318) 222-7182

Tara Record & Tape
Atlanta, GA.
(404) 875-8271

Tone Distributor
Hialeah, FL.
(305) 888-1685

Triangle Distributors
Philadelphia, PA.
(215) 477-1631

Zamoski Distributor
Baltimore, MD.
(301) 644-2900

VENTURE RECORDS & TAPES

WE'RE ON THE MOVE.

1982 NARM Preview

SPECIAL REPORT: Exercise Records

As America becomes increasingly health-conscious, retailers attract new customers

by Fred Goodman

NEW YORK — In an increasingly fragmented record market, dance/exercise records have proven their sales potential beyond question. Although few in the industry took the self-help albums seriously at the outset, they've become big business, with no less than 10 titles occupying spots on this week's **Cash Box** Top 200 Albums chart. Additionally, dance/exercise records have garnered gold and platinum awards worldwide and are presenting the industry with previously unexplored avenues in promotion and cross-merchandising. Not least of all, the phenomenon has managed to attract many buyers who do not normally purchase records.

"A problem when it first hit was making people believe it was happening," said Ron Iafornaro, vice president and general manager of the Cleveland, Ohio-based Mirus Music. Mirus's success with dance/exercise artist Carol Hensel has done much to convert non-believers. (Hensel presently has two albums in the Top 100, one of them climbing again after 59 weeks on the charts.) "A lot of record people bought conservatively at first," he said. "They just didn't think it would outlast Christmas. I think there's another year of bulk sales left, with many years of catalog sales to follow. What we ultimately did was sell a very real concept that happens to be on plastic."

Proof positive that dance/exercise records are big business are the recent entries by major labels. Columbia, RCA, PolyGram and MCA have already jumped on the bandwagon, with Elektra set to join in May. The Elektra LP, by morning television host Richard Simmons, may well be the test of the market's limits: it will list for $10.98.

But dance/exercise records have been stretching and testing the market all along. Since the initial target market was housewives and working women rather than the traditional record buyer, it was essential that manufacturers and distributors bring the product through new channels, as well as record outlets.

New Outlets

Rick Bleiweiss, vice president, marketing and product development, PolyGram Records, reports that his company has been selling its "Aerobic Dance Hits, Vol. 1" on the Casablanca label through drug stores and supermarkets. Barbara Cooke, director, product marketing, Columbia Records, adds that her label placed "a lot of emphasis on places like the Woolco chain and supermarkets" when it began marketing its "Dance And Exercise With The Hits" album by Olympic figure skater Linda Fratianne. The label developed separate point-of-purchase aids for record stores, traditional rack accounts and non-traditional rack accounts like supermarkets. For the latter, the company designed a free-standing display unit, since it anticipated that the stores would not have record sections.

Judi Sheppard Missett

Additionally, several projects, such as Gwendolyn Bye's "Nutricize, Vol. 1" on Nutricize Records, Inc., "Barbie Allen Dance/Exercise" on RCA Records and "Jazzercise" by Judi Sheppard-Missett on MCA have a built-in market through ties with national health and exercise clubs and classes. Steve Schulman, president of Schulman International, which developed the Bye album in conjunction with Nutri/System Inc., reports that Nutri/System's weight control centers, which number over 500, have been a natural pipeline to help get the record rolling. "We're averaging 25 records per shipment to each Nutristore," he said. Schulman adds that April will be "Nutricize Month" in Sears stores, with merchandise displays and in-store classes.

Likewise, Columbia's Linda Fratianne, who has an exercise garment line with which Columbia has already done some cross-merchandising, will soon bow Linda Fratianne boutiques in Macy's, where her album is sure to receive prominent display.

However, the fact that many of these unique outlets are not accounted for by record charts, suggests that dance/exercize records are also making a strong showing in traditional rack outlets and record stores, a point manufacturers are quick to make.

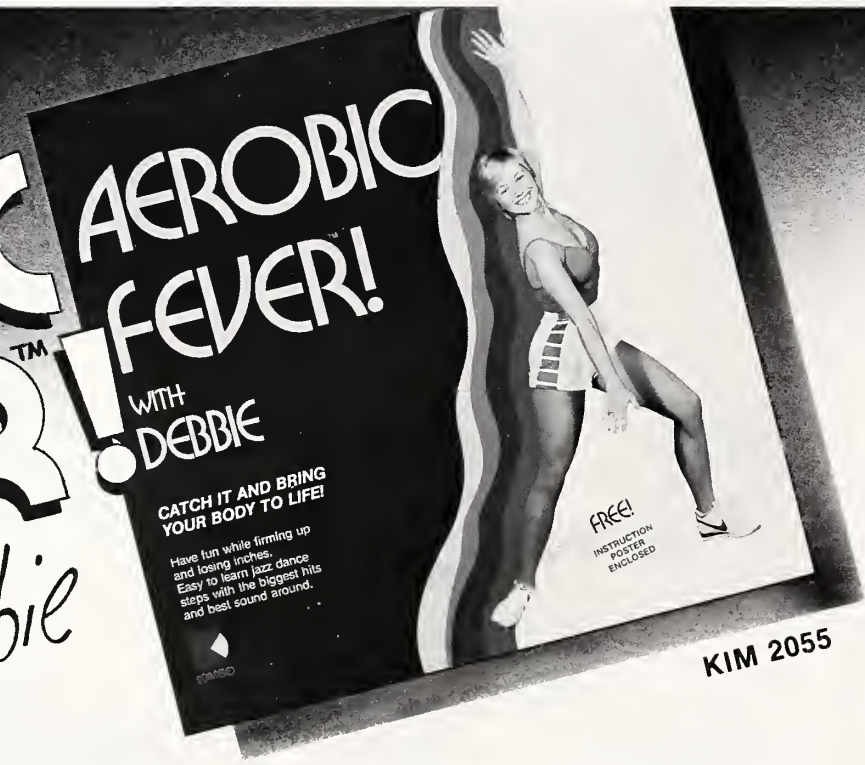
"Our record is selling mostly in record stores and through a few rack people," said Robert Wass, product manager, Kimbo Records, of his company's "Aerobic Fever" by Debbie McCraken. "Our strongest sales are definitely from the record stores."

Tennis Shoes, Records

Mike Lushka, executive vice president, M&M Records, reports that his outfit's entry into the dance/exercise market, "Kathy Smith's Aerobic Fitness," has been the focus of a major promotion with Handleman at K-Mart, while Music Plus in Los Angeles has run contests in support of the album, offering Adidas and other sportswear as prizes.

(continued on page 26)

New AEROBIC FEVER!™ with Debbie



KIM 2055

CATCH IT!

The hottest new album for dance/exercise is here. Instructor certification is underway and classes will soon be offered coast to coast.

Call Bob Wass at 201/229-4949 or contact him at the Century Plaza during NARM for promo copies!

Your source for the Aerobic Dancing series by Jacki Sorensen

TM - United Sound Arts Inc. 4/82

KIMBO® RECORDS

Box 477, Long Branch, NJ 07740

If you think "Kathy Smith's Aerobic Fitness" is good for your customers, wait till you find out how good it is for you!

Isn't it time you gave today's hottest exercise album a workout in your store?

KATHY SMITH'S
AEROBIC FITNESS

On Muscle Tone Records & Tapes

MUSCLE TONE

MT 72151

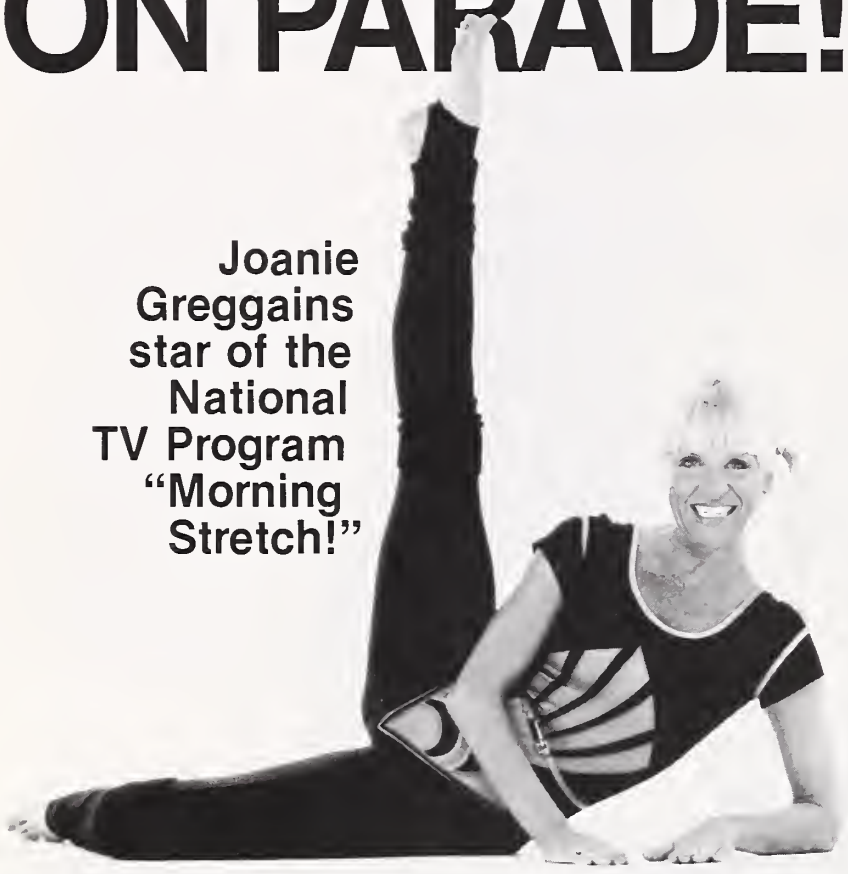
R&L DISTRIBUTION

BUILT ON, BY, AND FOR INDEPENDENT DISTRIBUTORS

Michael Roshkind, President Michael Lushka, Executive Vice-President

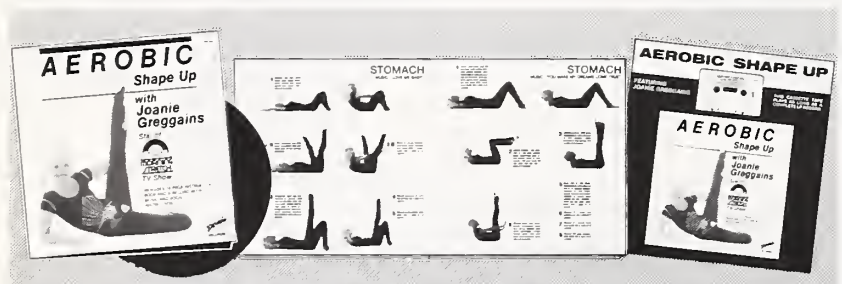
1982 R&L Distribution Company, Inc.

JOANIE ON PARADE!



Joanie Greggains star of the National TV Program "Morning Stretch!"

NOW! ON PARADE RECORDS & TAPES



16 Page instruction book with actual photos that tie in with complete vocal instructions on record

Parade ***Her FIRST ALBUM, and it's going to be a SMASH!***

Joanie has a captive audience of MILLIONS OF VIEWERS EVERY MORNING. ORDER TODAY - lots of sales aids. CALL RIGHT NOW - this album will be platinum - GET YOUR SHARE!

James F. Monaghan	Vice President of Sales	(201) 344-4214
Bob Rice	Western Regional Sales Manager	(213) 749-8440
David Wulfsohn	Midwest Regional Sales Manager	(312) 432-6019
Sy Spiegelman	Northeastern Regional Sales Manager	(516) 277-9361
David Moye	Midlantic Regional Sales Manager	(216) 261-6098
Perry Saftler	Southeastern Regional Sales Manager	(404) 762-6909
Marty Markowitz	Southwestern Regional Sales Manager	(214) 495-8449

Dist. by: **PETER PAN RECORDS, NEWARK, N.J. 07105 - (201) 344-4214**

Exercise Records Attracting Health-Conscious Americans

(continued from page 24)

In addition, many companies are noticing strength beyond the targeted market. M&M reports a surprising number of male buyers, usually falling within the typical record buying age of 16-30. PolyGram's Bleiweiss also reports sales to both children and men, interpreting it as a sign that the market is expanding. Bleiweiss predicts future sales in the "hundreds of thousands" with a "tremendously steady and upward reorder pattern." Men's interest in dance/exercize records hasn't gone unnoticed at Mirus Music, either. That company is presently running television ads with men in them and is toying with the idea of a future album for couples.

"Instruction booklets are an important part of the exercise package."

While virtually every manufacturer contacted noted a wide market, much of the product being sold attempts to cater to a specific style, program or audience.

The most obvious example is the Disneyland "Mousercise" album for children. "I don't think a lot of the exercises in the other records are really appropriate for kids," said Nancy Rahnasto, advertising and publicity manager, Disneyland Records. "The whole point of 'Mousercise' is to develop coordination. We don't have rigorous up and down or jogging exercises because they can harm joints."

Similarly, Peter Pan Records has chosen to focus exclusively on aerobic dancing with its albums "Twenty Aerobic Dance Hits" by Marcie Muir, "Aerobic Dancing" by Dorian Dammer and "Joanie On Parade" by Joanie Greggins.

New Jersey-based Kimbo Records regards its "Aerobic Fever" album by Debbie McCracken, whom Kimbo's Wass described as "primarily a dance teacher," as a little more dance-oriented than most.

'Scientific' Approach

Lou Castino, advertising manager, Gemcon Records, which handles Barbara Ann Auer's "Aerobic Dancing" and "Advanced Aerobic Dancing" on the Gateway label, described Auer's records as "meticulous and scientific." He added: "The music is timed exactly to a person's pulse rate and is scientifically computed. The information with it is also much more complete." The "Aerobic Dancing" LP, which has been on the charts for over 40 weeks, includes a booklet explaining the purpose of aerobic dancing and outlines a program to complement the records. The "Advanced Aerobic Dancing" LP includes further exercises, as well as a special holistic diet formulated by Sandra Laurel, nutritional counselor at the Health and Life Training Institute of Southern Florida.

With the ever-increasing number of entries into the dance/exercise market, manufacturers agree that

(continued on page 27)

Y R U FATT *— Elektra/Asylum is betting that TV exercise guru Richard Simmons' popularity will translate handsomely onto vinyl — so much so that the label is affixing a hefty $10.98 price tag to his forthcoming album.*

Exercise Records Draw New Customers Among Health-Conscious Americans

(continued from page 26)

packaging and accompanying materials, such as instruction booklets and exercise charts, have gained importance.

"All the years I was at Motown I didn't think album covers sold records," said Michael Roshkind, president of M&M Records and former vice chairman of the board at Motown. "But that was music records. In the case of specialized records like this, the jacket helps tremendously. When people go into the store to buy an exercise album, they just go in and buy any album. Attractive packaging becomes very important."

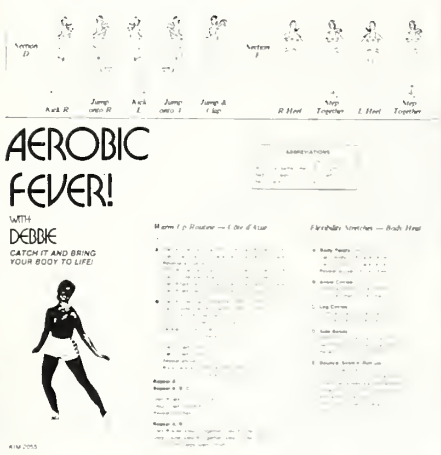
Instructions are also important, says PolyGram's Bleiweiss. "We asked people who bought other albums to tell us what they though were the good and bad points," he said. "One of the most common complaints was that the instruction drawings were totally unfollowable. So we have photos of models performing the exercises."

The inclusion of instruction booklets and charts has also caused some rethinking in cassette packaging. While labels like RCA have shrunk the instruction booklet to cassette size, others, like Gemcon and PolyGram, have opted to package tapes in album-size configurations. In addition to maintaining clarity, the packages give the manufacturer a chance to keep the product out of the locked cassette cabinets.

Initially skeptical, the industry has certainly learned to embrace the dance/exercise concept. Although slow to warm to the idea, some of the majors are finding applications of the phenomenon in the regular artist projects. Jack Maher, produce manager, contemporary music, RCA

(continued on page 28)

"All the years I was in the business I didn't think album covers sold records," said Michael Roshkind, president of M&M Records. "But in the case of records like these, the jacket helps tremendously."



HOW IT'S DONE *— Instruction booklets, charts and diagrams are an intregral part of understanding the exercise album package. Therefore, many labels specializing in fitness records include photographs of models performing the exercises to make them easier for buyers to follow.*

Nutricize. The New Record Poster Package That Tunes You In To The Tremendous Exercise/Fitness market!

Gwendolyn Bye!

America is about to say good-bye to exercise...Hello Nutricize!

Discover the outstanding new way to add new profits to your business...it's called Nutricize. Nutricize is a fabulous new concept including a record/poster package that combines 10 dynamic, original songs written by super talent arranger and composer Phil Hurtt, with the exclusive Nutricize exercise program created by Gwendolyn Bye, noted professional dance and exercise educator. The result is the liveliest, most irresistible exercise program ever! It's contemporary, exciting and it's yours in bright, colorful display units that will sell on sight to everyone who's interested in exercise, fitness and fun! Take advantage of this special offer now...call your order in today!

NUTRICISE IS THE EXCLUSIVE NEW EXERCISE PROGRAM THAT:

- Is sponsored by Nutri/System, America's fastest-growing weight loss fitness organization!
- Has original music created by **Phil Hurtt** of "Village People" fame!
- Exercise program designed by **Gwendolyn Bye!**
- Offers a complete fitness program for under $10!
- Has step-by-step directions right on the record!

Display FREE with initial order.

For information contact Steve Schulman (NLDC), National Label Distributing Co., 1529 Walnut Street, Phila., Pa. (215) 568-0500

nutri/system

1982 NARM Preview

Exercise Records Attracting Health-Conscious Americans

(continued from page 27)

Records, reports that his company was able to garner additional sales on Diana Ross's "Why Do Fools Fall In Love" album by working it to exercise clubs. The LP includes "Work That Body," a song co-authored by Ross specifically for aerobic dance.

Established artists have also been retained by labels to act as musical coordinators and arrangers in the hope that contemporary music will attract a broader audience. Such artists as Edwin Starr and Phil Hurtt have already lent their talents to "Mousercise" and "Nutricize," respectively.

With the rapid expansion of the dance/exercise market, some manufacturers fear a glut of product. But almost all labels said they have future dance/exercise projects in the works.

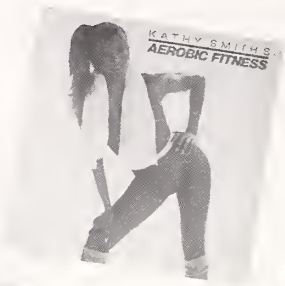
"We certainly have plans for more of these records," said Gemcon's Castino. "Some of them are in the production stages now. Since Barbara Ann's 'Aerobic Dancing Vol. 1' has been on the charts for 40 weeks, I have to believe that Aerobic dance records will be the product of the '80s."

Bandwagon Effect

Mirus' Iafornaro, noting that "the industry has a habit of getting on the bandwagon," said that carefully thought-out projects can add longevity to the market. "It's our belief that the strength of the subject matter comes from making it a very real portion of people's lives."

Added RCA's Richard Thorward, division vice president of marketing: "With 80 million households, there are a lot of consumers out there." He also sees the interest in dance/exercise records as being nurtured by the general physical fitness trend. "Since the mid-70's," he said, "I've seen an interest in health happen in many categories. People started drinking diet soft drinks and low-fat milk who were not dieting. Then there was the growth in participatory sports. Now there's exercise that's more beneficial to fitness and more efficient than a sport, like aerobic dancing. And music makes the whole process of exercising more enjoyable. Music in connection with exercise is here to stay — it helps physically and psychologically, providing not only physical, but mental fitness as well."

"The market is tremendously flooded right now," said PolyGram's Bleiweiss. "But so far, the buying public has absorbed it. There's no question that we'll hit a peak like the rest of the record business did. But as long as the public continues to exercise, records should continue to be viable. Only the American public will tell if exercise records will be around as long as hamburger chains."



shape-up your bottom line WITH THE PRODUCT LINE OF THE '80'S.

GATEWAY RECORDS

Reduce inventory fat, develop sales muscle and build profits with Gateway's Beautiful People Series—The leader in health & exercise recordings.

GATEWAY IS PROUD TO INTRODUCE **ADVANCED AEROBIC DANCING.** The second hit album from the creator of last year's aerobic smash, Barbara Ann Auer.

Includes instruction book with 37 exercises, 156 illustrations, personal progress chart, six minutes of jump rope exercises, timed music, fifteen minutes of aerobic level dancing, and Sandra Laurels new DNA diet.

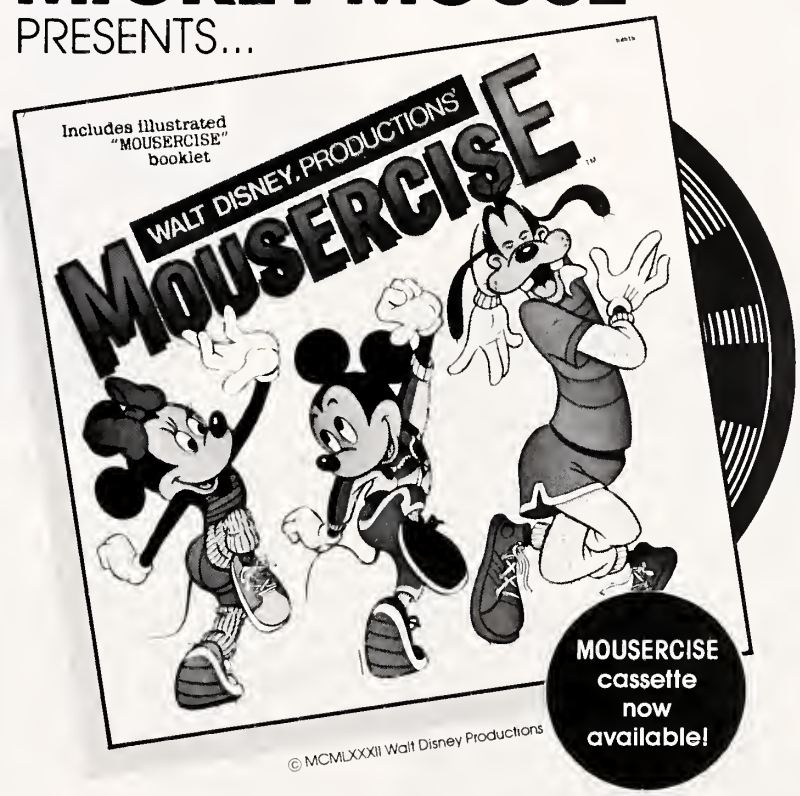
ALSO FROM THE GATEWAY BEAUTIFUL PEOPLE SERIES

- AEROBIC DANCING -7610
- DANCE EXERCISE -7608
- ADULT PHYSICAL FITNESS-7611
- ACUGENICS -7613
- JAZZ DANCING -7607
- ROLLER DANCING -7609
- FEELING BETTER IN YOUR BODY-7612
- EFFORTLESS EXERCISE-7606
- YOGA AND YOU -7602
- BALLET FOR EXERCISE & GRACE-7603
- BATON TWIRLING THE EASY WAY-7604

IMPROVE YOUR LEVEL OF *FISCAL* FITNESS.
STOCK-UP ON GATEWAY HITS NOW!
CALL COLLECT (305) 581-9050 TODAY.

GEMCOM INC. P.O. BOX 290007, DAVIE, FL 33329
TELEX: 5109554154-GEMCOM DAVE/CABLE: GEMCORD

MICKEY MOUSE PRESENTS...



Exercising has never been like this!
Get ready for chart-topping sales.

Give the gift of music.

ONLY ON Disneyland® RECORDS

For further information contact your local Disneyland/Vista Records Distributor, or Disneyland Records, 350 S. Buena Vista, Burbank, CA 91521 (213) 840-1665

SPECIAL REPORT: Home Video Games

An in-depth look at current and future developments in the fastest growing segment of the home entertainment industry

by Jeffrey Ressner

LOS ANGELES — Although the first commercial home video game system, Magnavox's Odyssey, received an indifferent response from consumers when it debuted back in May of 1972, thanks to the introduction of advanced electronic technology and the efforts of free-thinking designers this sector of the home entertainment industry has blitzkrieged the world over the past few years, making it one of the most lucrative growth markets in the field today.

A few figures may be helpful here to fully comprehend the immense popularity of the home video game phenomenon. In addition to the 7 million homes that already have the units, 5 million more American families are expected to purchase programmable video game systems in 1982. That means by the end of this year's holiday season, an estimated 16% of the populace will have some type of game console hooked up to their TVs. And, according to the editors of the consumer magazine *Electronic Games*, at least 50 million cartridges for use with these units will be purchased before 1983 rolls around. These are all conservative estimates, hardly taking into account the excitement that will undoubtedly be generated when a number of new, innovative products reach retail outlets in the months to come.

As the hardware stands now, there are basically two levels in the marketplace — standard systems and senior systems. The standard consoles usually retail for under $200, exhibit low-resolution graphics, and use a minor resident memory that can only hold a limited amount of information. The more expensive, senior systems are likely the trend of the future, offering visuals comparable to the sharp, "rainbow colors" seen in arcade games, improved speed and motion controls and streamlined wiring for a neat, uncluttered appearance. Upcoming systems of this type include Atari's Super-Game, released in the second

half of 1982 and priced at approximately $350, and Coleco's new Colecovision, which is due to bow this summer.

One of the major advances industry observers are eagerly awaiting is the production of voice-activated peripheral units for such existing hardware as Mattel's Intellivision and North American Philips' Odyssey² before the end of the year. Atari may also offer a speech synthesizer on its Super-Game consoles, but probably not until it receives feedback on the units themselves.

All of the various voice devices work on a similar principle. The synth module plugs into the cartridge holder, and the game cartridges are placed into an identical slot in the synthesizer. Rather than pre-recorded messages, realistic computer-generated male and female voices are possible from such devices, and they are expected to relay emotional introductions to the games, warn players of impending doom, congratulate high-scorers and offer specific strategic hints. Odyssey² will offer a cartridge tentatively titled "Speak and Spell," which allows programmers to type a message on the console's keyboard and then play it back so they can hear as well as see it.

The Odyssey² system is also introducing a hybrid game that utilizes interaction between a conventional playing board and the video screen. Dubbed the "Master Strategy" series, the video portion actually plays the game, while the board is used to set up tactics. This original line will encompass various genres, including sword & sorcery ("The Quest for the Rings"), finance & economics ("The Great Wall Street Fortune Hunt") and international warfare ("Conquest of the World.")

Film Tie-Ins

Software manufacturers are also delving into the concept of movie tie-ins. Because of the obviously rich visual orientation of the games, it's only natural that successful special effects films spawn video offshoots, and by the end of this year, the evidence of this development should manifest itself. Intellivision will market a pair of games fashioned after the $12.5 million science-fiction fantasy film, *Tron*, due from Disney studios on July 9. The movie revolves around a young video game whiz who challenges his former boss, an evil executive working for an electronics firm set on constructing an ultra-powerful computerized menace. The callow genius programs his own personality into the super mechanism, and the flick climaxes with a journey into what one viewer called "a universe of electricity and light which parallels the real world." The Mattel game will be patterned to fit in with the plotline of the elaborate, digitally animated feature and is expected to be one of the hottest games this summer.

Atari, meanwhile, is slated to release a video version of the enormously successful *Raiders of the Lost Ark* towards the end of this year. Even the well-known game company responsible for "Monopoly," Parker Brothers, is getting into the software arena with Atari-compatible cartridges based on the *Star Wars* sequel, *The Empire Strikes Back*, and the arcade machine Frogger due around Christmas. Other movie tie-ins due from Parker Brothers in the future, probably in mid-1983, include home game versions of *Jaws, James Bond, Spider Man* and the upcoming segment of the *Star Wars* saga, *Revenge of the Jedi*.

Along with movie cross-promotions, retailers looking to cash in on the burgeoning home video game market are exploring the possibility of carrying accessories for the consoles and cartridges. As in the record industry, the game market is suited for the merchandising of items to accompany the necessary components, such as storage racks and boxes, dust covers, TV-to-stereo adapters, replacement AC patch cords and books and magazines that offer tips on how to achieve high scores. There's a host of other types of electronic games available to retailers that are sometimes sold side-by-side with the video apparatus, including hand-held and tabletop versions of popular vid amusements. Coleco, for example, has just started promoting stand-alone games of Pac-Man and Galaxian, while Mattel's stand-alone Dungeons and Dragons has recently hit the stands with Pac-Man fever sweeping across the nation, that particular game has developed into a million-dollar industry itself, just focusing on spin-off products like bumper stickers, watches, clocks, mugs and, of course, the bulleting single and album by Buckner and Garcia.

What else can followers of the fastest-growing hobby in America look forward to over the next year or so? Many of the most innovative ideas are still brewing in the Research and Development departments of the video game and toy industry, but among those concepts mentioned now and again are:

- Remote control units that completely eliminate the Medusa-like snakes of wires that have long plagued video consoles, with improved wireless controllers that serve as both joysticks and paddles.
- More sophisticated keyboards and other optional hardware that will allow gaming devices to be used as complex computer terminals capable of accessing programs helpful for all members of the family, from easy-to-follow cooking guides to personalized exercise and diet plans.
- A 24-hour cable game channel expected to emerge from Warner Amex, the cable branch of Warner Communications, Inc., in connection with American Express, that may use the know-how gleaned from yet another WCI subsidiary, Atari.
- A video game with "holographically enhanced" visuals that would make the game's graphics realistically three-dimensional. Although Atari has developed a stand-alone unit called "Cosmos" featuring this unique feature, the holograms acted primarily as ornamentation and had little to do with the action of the game. Due to this criticism and other reasons, the video leader has decided to ship the concept back to the drawing boards before gambling with public acceptance of the item.
- More interplay between video games and other audio-visually oriented equipment, such as videotape recorders, stereo systems, etc.

(continued on page 56)

Yield to DISCO
For subscription and advertising information . . . 223 East 85th Street, New York, New York 10028, (212) 570-9500
DANCE MUSIC REPORT

Video Game Suppliers Offer Colorful Merchandising Aids

by Jeffrey Ressner

LOS ANGELES — Like the products it promotes, the merchandising of popular home video game equipment is full of flash, frontal attacks and felicitations. The companies involved with this facet of the entertainment industry offer extensive programs for marketing their games, using splashy, eye-grabbing layouts in their promotional brochures and futuristic, Star Trekesque point-of-purchase materials. In addition, heavy promotion via TV, radio and print adds considerable recognition by the public to specific brand name manufacturers, particularly because these messages are transmitted frequently, deliberately pinpointing the proper demographic audience. It seems as if every adolescent knows George Plimpton represents a certain video game manufacturer, even though they're probably unaware he wrote the sports tome *Paper Lion* and edits the presitigious *Paris Review*.

Of course, one of the major questions retailers ask themselves is how thoroughly involved they should get in the video game market. According to industry observers, record outlets are a natural base for the amusement cartridges.

Top record dealers around the country are jumping on the video game bandwagon with a mixture of curiousity and ardor, with some just carrying cartridges and others going gung ho with entire product lines. Yet, while these retailers seemingly have a great faith in the future of the game market, many are still taking a wait-and-see attitude before they comment on the financial response from their new releases.

No Problem Moving Product

Lee Cohen, vice president of the Licorice Pizza chain in Los Angeles, says his company now has eight stores carrying approximately 20 games apiece from the Intellivision, Atari and Activision lines, and, with the unleashing of Atari's latest Pac-Man release, 23 more Licorice Pizza stores will be selling the items within the next month. Having gotten into the video game push just last fall, Cohen says there's no problem moving the product and that his commitment will grow as the public's interest in the field grows. Stacking the cartridges in the glass cases formerly used for buttons, pins and accessories, the chain doesn't plan to utilize large merchandising aids until it sees a definite direction for the products in its stores.

In the Midwest, the Stark Record chain, which operates 128 stores in 27 states (including the Camelot group of outlets), is supplying each location with a small rack or two that carry about 200 cartridges. Lou Garrett, one of the purchasing directors based at the firm's North Canton, Ohio, headquarters, says the games were tested in a few stores at first and have never received anything less than an "excellent response" in each market. Carrying just software with no future plans to sell the bulky consoles, Garrett reports the top-selling games are primarily ones that have crossed over from the arcades — Asteroids, Pac-Man, Space Invaders and Missile Command. The only sour note, said Garrett, was the fact that they're limited in their allocations from the manufacturers. "It's very much their ball game," said the purchasing chief.

Other major chains across the nation are redesigning their stores to sell the games. The Record Bar, whose central office is located in Durham, N.C., plans to carry the games in over 50 of its stores, with more than 100 outlets handling the Pac-Man cartridge from Atari. Using in-store merchandising displays, the chain hopes to capitalize on the pop hobby at a time when record sales are slower than usual. The Southern California-based Music Plus chain is pulling out the stops for its video campaign as well. Modifying sections of the music tape department once used for 8-tracks to fit the games, the chain uses in-store displays such as posters and consumer leaflets to alert customers. Currently stocking both consoles and cartridges for Atari, Intellivision, Activision and Imagic, Music Plus plans to add Odyssey² products before the end of the year and looks forward to increasing its display units to further promote the items.

Liz Hays, manager of the Music Plus store in Westwood, Calif.: "We received 42 Pac-Man cartridges, priced them at $34.99, and the next day they were all gone."

Specifically, here's a brief rundown on various manufacturers' promo pushes. For more information, contact the company's sales representatives or local one-stops.

ATARI — The dominant company in the industry, at this time, Atari backs its dealers with full-time merchandisers, nationwide service centers, a "library of point-of-purchase sales aids" and a doubling of last year's advertising budget. 1982's ad campaign highlights the major theme of "Have You Played A Game From Atari Today?" and promotes a new game cartridge every month. Dealers receive a current *Advertisement Planner*, a free notebook explaining how to use the company's name and logo and how to buy media time/space effectively. Providing prepared artwork and ad copy along with photo boards and radio scripts, the *Planner* also contains order forms for other advertising items and updates. Point-of-purchase items include new display centers (in both large and counter-top sizes), posters, customer literature, buttons, window stickers, easel cards and a pocket tip card that gives salespersons quick information about Atari products.

INTELLIVISION — Producing second-generation hardware and software, this line of products from Mattel Electronics has a series of dazzling in-store display "modules" that involve the customer in actual hands-on interaction with the unit. Containing an instruction roll for 10 games, one demo cartridge and storage for others beneath (plus room for the complete product line). A smaller display holds one reconditioned Master Compo-

(continued on page 56)

VIDEO GAME SOFTWARE

ActiVision, Inc.
3255-2 Scott Blvd.
Santa Clara, Calif. 95051
(408) 727-7770

The first independent company to solely design and manufacture video game cartridges, ActiVision was founded by five men with backgrounds in the game and home entertainment industry, incorporating on Oct. 1, 1979. All of its cartridges are compatible with the Atari VCS and Sears' Tele-Game Video Arcade units. Cartoon-style animation and back-to-basics graphics are the keystones of ActiVision's available software, and the company is heavily entrenched in further research and development of future titles.

The software in each category includes:

Name	Catalog Number	Suggested List
SPORTS CHALLENGES		
Dragster	AG 001	22.95
Boxing	AG 002	22.95
Fishing Derby	AG 004	22.95
Skiing	AG 005	22.95
Tennis	AG 006	22.95
Ice Hockey	AX 012	31.95
ACTION GAMES		
Laser Blast	AG 008	22.95
Freeway	AG 009	22.95
Kaboom!	AG 010	22.95
Stampede	AG 011	22.95
STRATEGY GAMES		
Checkers	AG 003	22.95
Bridge	AX 006	31.95
COMING THIS SPRING		
Barnstorming	AX 013	31.95
Grand Prix	AX 014	31.95
COMING THIS SUMMER		
Starmaster	N/A	31.95
Chopper Command	N/A	31.95

Astrovision, Inc.
6460 Busch Blvd., 215
Columbus, Ohio 43229
(614) 885-0130

A new company that is marketing a "ZGrass keyboard" in addition to its game cartridges, Astrovision is looking forward to producing colorful, flashy adventure games, some of which are based on extremely profitable coin-op arcade machines.

Its initial line-up includes the following cartridges:

Name	Catalog Number	Suggested List
Space Fortress	N/A	N/A
The Wizard	N/A	N/A
Quest For The Orb	N/A	N/A

Atari, Inc.
1265 Borregas Ave.
P.O. Box 427
Sunnyvale, Calif. 94086
(408) 745-2000

The top-selling manufacturer of coin-operated video games, home video games and computers, Atari, Inc. began building its base back in 1972 and was purchased four years later by Warner Communications, Inc. as a wholly-owned subsidiary. Company officials have recently announced an ambitious schedule to release one cartridge each month this year for its Video Computer System (VCS), which will place more than 50 cartridges in the Atari library — the biggest selection of any game manufacturer.

The cartridges in each category include:

Name	Catalog Number	Suggested List
SKILL GALLERY		
Super Breakout	CX2608	31.95
Pac-Man	CX2646	37.95
Breakout	CX2622	22.95
Circus Atari	CX2630	26.95
Human Cannonball	CX2627	12.95
Maze Craze	CX2635	26.95
Sky Diver	CX2629	22.95
Video Pinball	CX2648	31.95
SPACE STATION		
Asteroids	CX2649	37.95
Missile Command	CX2638	31.95
Space Invaders	CX2632	31.95
CLASSICS CORNER		
Backgammon	CX2617	26.95
Casino	CX2652	31.95
Othello	CX2639	22.95
3-D Tic-Tac-Toe	CX2618	22.95
Video Checkers	CX2636	22.95
Video Chess	CX2645	26.95
ADVENTURE TERRITORY		
Haunted House	CX2654	26.95
Adventure	CX2613	31.95
Superman	CX2631	31.95
RACE TRACK		
Dodge 'Em	CX2637	22.95
Indy 500	CX2611	39.95
Night Driver	CX2633	26.95
Slot Racers	CX2606	22.95
Street Racer	CX2612	12.95
SPORTS ARENA		
Basketball	CX2624	22.95
Bowling	CX2628	22.95
Football	CX2625	12.95
Golf	CX2634	22.95
Homerun	CX2623	12.95
Pele's Soccer	CX2616	31.95
COMBAT ZONE		
Air-Sea Battle	CX2602	22.95
Canyon Bomber	CX2607	22.95
Combat	CX2601	22.95
Outlaw	CX2605	22.95
Warlords	CX2610	31.95
LEARNING CENTER		
Basic Programming	CX2620	26.95
Brain Games	CX2664	22.95
Codebreaker	CX2643	22.95

(continued on page 31)

VIDEO GAME SOFTWARE

(continued from page 30)

A Game of Concentration	CX2642	26.95
Hangman	CX2662	26.95
SOON AVAILABLE		
Yar's Revenge	Coming in May 1982	31.95
Defender	Coming in June 1982	37.95
Math Gran Prix	Coming in July 1982	22.95
Berserk	Coming in August 1982	31.95
Star Raiders	Coming in September 1982	37.95

Colecovision
Coleco Industries, Inc.
National Sales Office
200 Fifth Ave.
Suite 1234
New York, N.Y. 10010
(212) 242-6605

Boasting a "state of the art" system of video game technology, the Colecovision configuration is due to be released this summer and will use its own game cartridges, as well as offering a device that accepts Atari software. Promising high graphic resolution, the console contains a controller that houses an 8-direction joystick, a 12 function push-button keyboard, a roller controller for speed control and a pair of independent action-fire buttons. Future add-on equipment, such as a keyboard, can be accessed onto the system by means of an "expansion module interface." In addition to manufacturing software for its own units, Coleco will provide cartridges for both Intellivision and Atari Video Computer System for shipping in the third quarter of 1982.

The cartridges in each category include:

Name	Catalog Number	Suggested List
HIGH RESOLUTION VIDEO GAME CARTRIDGES FOR THE ATARI SYSTEM		
Mouse Trap	2459	N/A
Carnival	2468	N/A
Donkey Kong	2451	N/A
LadyBug	2463	N/A
Venture	2457	N/A
Cosmic Avenger	2464	N/A
HIGH RESOLUTION VIDEO GAME CARTRIDGES FOR INTELLIVISION		
Zaxxon	2487	N/A
Carnival	2488	N/A
Venture	2477	N/A
Donkey Kong	2471	N/A
Mouse Trap	2479	N/A
Turbo	2473	N/A
Smurf	2485	N/A
LadyBug	2483	N/A
Cosmic Avenger	2484	N/A
COLECOVISION HIGH RESOLUTION VIDEO GAME CARTRIDGES		
ARCADE GAME SERIES		
Turbo	2413	N/A
Venture	2417	N/A
Spectar	2421	N/A
Mouse Trap	2419	N/A
Side Trak	2418	N/A
RipCord	2431	N/A
Cosmic Avenger	2434	N/A
Donkey Kong	2411	N/A
Challenger	2432	N/A
LadyBug	2433	N/A
Vanguard	2414	N/A
Phoenix	2415	N/A
Carnival	2445	N/A
Zaxxon	2435	N/A
FANTASY GAME SERIES		
Tunnels & Trolls	2441	N/A
SPORTS GAME SERIES		
Head-to-Head Baseball	2423	N/A
Head-to-Head Football	2422	N/A
Skiing	2436	N/A
ACTION GAME SERIES		
Smurf	2443	N/A
STRATEGY GAME SERIES		
Dimensional Puzzles	2437	N/A
Challenger Chess	2438	N/A

Games by Apollo
1300 East Arapaho Road
Richardson, Texas 75081
(214) 690-8336

A new company that opened its doors in November of last year, Apollo is slated to solely manufacture software compatible with the Atari console. Unfortunately, its first shipment of games had to be recalled due to some visual malfunctions, but the company did do its best to exchange problem cartridges at no charge. Although the company has just two titles currently on the market, it expects to produce at least four additional games before summer.

Apollo's current line up includes:

Name	Catalog Number	Suggested List
Skeet Shoot	AP1001	22.95
Spacechase	AP2001	31.95
DUE APRIL 15		
Space Cavern	AP2002	31.95
DUE MAY 1		
Lochjaw	AP2005	31.95
DUE MAY 15		
Racquetball	AP2003	31.95
Lost Luggage	AP2004	31.95

Imagic
20665 4th Street
Saratoga, Calif. 95070
(408) 741-1440

A new software company comprised of veterans from Atari and Mattel, Imagic intends to produce cartridges for both the VCS and Intellivision systems. Its first three releases are Atari-compatible only, but its fourth, unannounced game will be able to fit into the Mattel format. The fledgling firm pledges to come across with state-of-the-art packaging and offers an exclusive two-year warranty on all of its products. Expect to see approximately 7-12 cartridges coming from Imagic by the end of 1982.

The software includes:

Name	Catalog Number	Suggested List
Trickshot	3000	24.95
Demon Attack	3200	31.95
Star Voyager	3201	31.95

Intellivision
c/o Mattel Electronics
5150 Rosecrans Ave.
Hawthorne, Calif. 90250
(213) 978-5150

Probably the most expensive popular video game unit on the market today, Mattel's Intellivision was launched in 1980 and instantly caused a sensation with its superlative visuals, colors, sound effects and functions. The versatile hand controllers contain four buttons capable of "action commands," input keys similar to a pocket calculator for handling specific game situations and a special disc that can move objects on the screen in 16 different directions. Company policy dictates no suggested retail prices be given at this time, so outlets interested in the cost of the products should contact their one-stops for further information regarding sales.

The software manufactured by Mattel includes:

Name	Catalog Number	Suggested List
SPORTS NETWORK		
NFL Football	2610	N/A
U.S. Ski Team Skiing	1817	N/A
Major League Baseball	2614	N/A
Auto Racing	1113	N/A
Boxing	1819	N/A
Tennis	1814	N/A
PBA Bowling	3333	N/A
NBA Basketball	2615	N/A
PGA Golf	1816	N/A
NASL Soccer	1683	N/A
NHL Hockey	1114	N/A
Motocross	3411	N/A
ACTION NETWORK		
Armor Battle	1121	N/A
Sea Battle	1818	N/A
Snafu	3758	N/A
Triple Action	3760	N/A
ACTION, GAMING & STRATEGY NETWORKS		
Las Vegas Roulette	1118	N/A
ABPA Backgammon	1119	N/A
Horse Racing	1123	N/A
Checkers	1120	N/A
STRATEGY & CHILDRENS LEARNING NETWORKS		
USCF Chess	3412	N/A
The Electric Company Mathfun	2613	N/A
The Electric Company Wordfun	1122	N/A
SPACE ACTION NETWORK		
Space Battle	2612	N/A
Space Armada	3759	N/A
Star Strike	5161	N/A
Astrosmash	3605	N/A
AVAILABLE SOON		
TRON I	5391	N/A
TRON II	5392	N/A
Space Hawk	5136	N/A
Sub Hunt	3408	N/A
Frog Bog	5301	N/A
Pinball	5356	N/A
Night Stalker	5305	N/A
Advanced Dungeons and Dragons	3410	N/A
Utopia	5149	N/A
Reversi	5304	N/A
Royal Dealer	5305	N/A
FOR USE WITH INTELLIVOICE VOICE SYNTHESIS MODULE		
Space Spartans	3416	N/A
Bomb Squad	3883	N/A
B-17 Bomber	3884	N/A

Odyssey²
c/o North American Philips Consumer Electronics Corp.
Interstate 40 and Straw Plains Pike
Knoxville, Tenn. 37914
(615) 521-4313

In 1972, Magnavox introduced the pioneering video game for home use entitled Odyssey, but America seemed aloof. Even a network TV special hosted by Frank Sinatra the following year failed to produce the anticipated financial fireworks. But just half a decade later, the updated Odyssey² hit the marketplace and sales began to soar. The Odyssey² console, in addition to being able to program games, features a complete alphanumeric keyboard with letters and numerals adding to the possibilities of programmability.

The cartridges in each category include:

Name	Catalog Number	Suggested List
ARCADE		
Speedway/Spinout/Crypto-Logic	AJ9400	22.95
Cosmic Conflict	AJ9411	22.95
Sub Chase/Armored Encounter	AJ9403	22.95
Las Vegas Blackjack	AJ9401	22.95
Invaders From Hyperspace	AK9414	22.95
Thunderball	AK9415	22.95
War Of Nerves	AK9417	22.95
Showdown In 2100 A.D.	AK9416	22.95
Helicopter Rescue/Out Of This World	AK9419	22.95
Monkeyshines	AJ9432	29.95
Alien Invaders — Plus	AA9428	22.95
Blockout/Breakdown	AA9427	22.95
Pachinko	AA9425	22.95
Slot Machine	AA9426	22.95
UFO	AB9430	29.95
SPORTS		
Baseball	AJ9408	22.95
Bowling/Basketball	AJ9404	22.95
Football	AJ9402	22.95
Computer Golf	AJ9410	22.95
Alpine Skiing	AK9418	22.95
Hockey/Soccer	AK9420	22.95
Volleyball	AA9422	22.95
Pocket Billiards	AA9424	22.95
Electronic Table Soccer	AA9423	22.95
EDUCATION		
Matchmaker/Logix/Buzzword	AJ9407	22.95
Math-a-Magic/Echo	AJ9405	22.95
Computer Intro	AJ9406	39.95
I've Got Your Number	AJ9413	22.95
Dynasty	AJ9421	22.95
Keyboard Creations	AJ9433	22.95
MASTER STRATEGY SERIES		
The Quest For The Rings	AB9429	49.95
Conquest Of The World	AB9431	49.95
Great Wall Street Fortune Hunt	AB9434	49.95

U.S. Games Corp.
2908 Corvin Drive
Santa Clara, Calif. 95051
(408) 746-0425

Originally a manufacturer of hand-held electronic games, U.S. Games Corp. now is exclusively involved with the production of video cartridges compatible with Atari's VCS and Sears' TeleGame Video Arcade. It has just begun shipping its first product last week and expects to have a total of eight games available by the end of 1982.

As of now, U.S. Games Corp. has announced the shipment of only two games:

Name	Catalog Number	Suggested List
Space Jockey	BC1001	24.95
Sneak And Peek	BC1002	29.95

WHEN YOU'VE GOT THE RIGHT CHEMISTRY, EVERYTHING IS POSSIBLE.

RCA AND A&M AND ASSOCIATED LABELS:

WHEN RCA AND A&M FORMED A NEW DISTRIBUTION SYSTEM IT WAS FOUNDED ON THE ASSUMPTION THAT SOMETIMES ONE PLUS ONE CAN EQUAL MORE THAN TWO. NOW, THREE YEARS AFTER ITS INCEPTION THE RESULTS ARE IN:

36% OF THE TOP TEN LP'S
24% OF THE TOP TWENTY SINGLES
11 GRAMMY AWARDS FOR 1982 (5 FOR RCA. 6 FOR A&M.)
RCA + A&M = NUMBER ONE

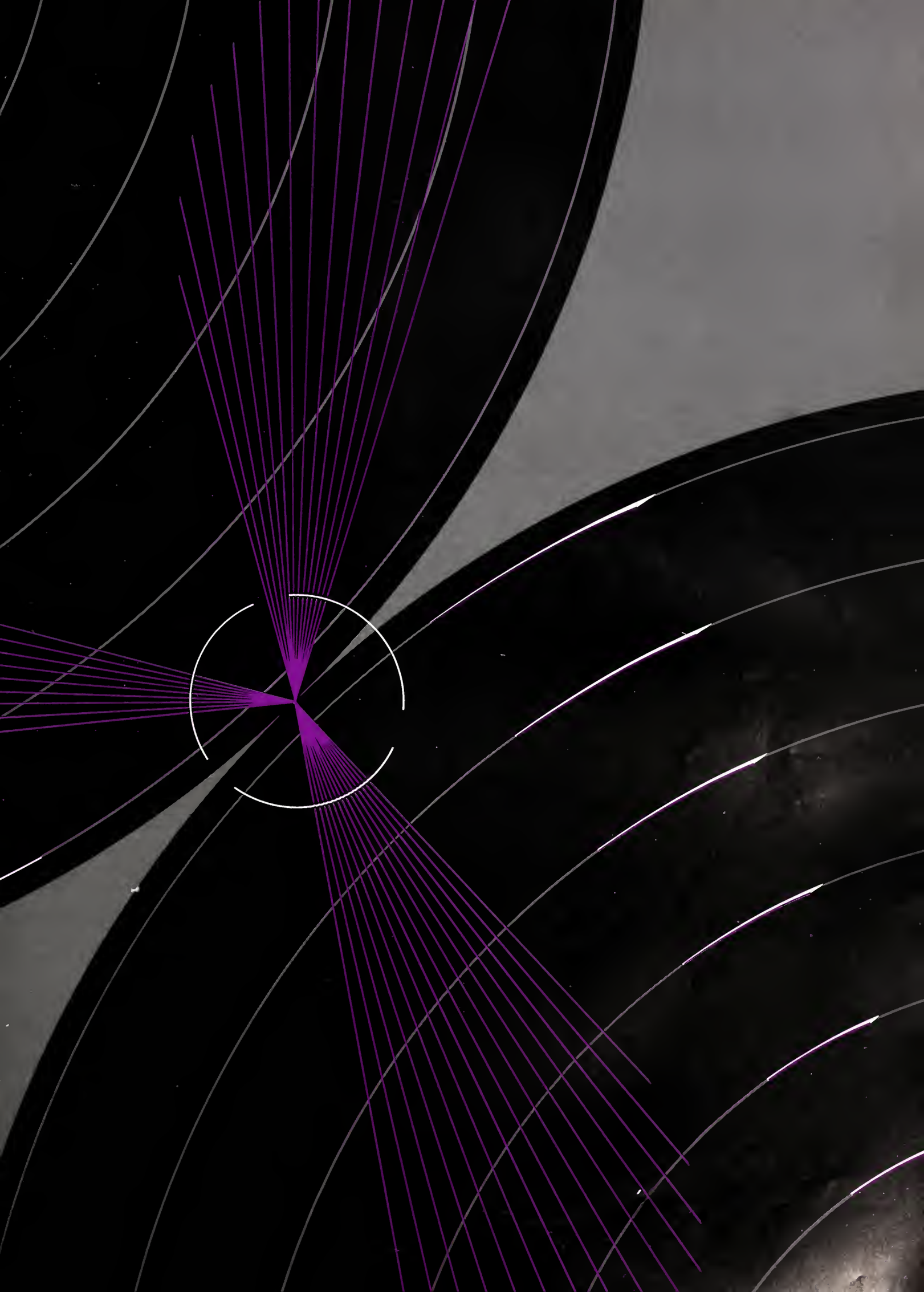
RCA AND A&M AND ASSOCIATED LABELS

. . . . . THE FORMULA FOR SUCCESS

A&M RECORDS

©1982 A&M RECORDS, INC. ALL RIGHTS RESERVED.

RCA Records and Tapes



SPECIAL REPORT: Midlines

Despite intimations of price hikes, midline product remains vital to both manufacturers and retailers

by Jim Bessman

NEW YORK — The fear of imminent hikes in midline costs to retailers was partially confirmed recently when WEA Corp. upped its base price on $5.98 and $6.98 product by an estimated 5.5% (**Cash Box**, March 20). While it's too early to tell what effect this increase will have on retailers and whether it will spread to other labels, a **Cash Box** survey of manufacturers and retailers made just prior to the WEA increase revealed that midlines have become such an important part of business from both ends that no matter what the quoted price, ways are being found to insure that the product remains attractive to consumers.

On the label side, almost all companies are readying new second quarter midline releases to continue the momentum the series have generated since their inception two and a half years ago. Besides the 55 new $5.98 titles announced by WEA, the PolyGram labels have some 20 titles in the works. EMI America/Liberty also has 20 titles — EMI five, Capitol/EMI 11 on the Accord label, with a Capitol midline series planned for September. MCA presently has no plans for $5.98 Platinum Plus and Impulse additions, nor any for its $3.98 Midline series, but 20 titles are being finalized in the $4.98 Collectable series. At A&M, eight titles are due in April, and two are ready for June with more to come. And RCA has approximately 20 titles in the works including classics, pop and new and developing artists. Titles of second quarter CBS Records midlines were unavailable at press time.

Both major labels and independents expressed solid support for midlines, some of which, like Don McLean's "American Pie," can sell more than 200,000 pieces, with others offering a continuous flow of attractive product.

Element Of Survival

"The important element is survival of retailers," said Skid Weiss, national director of communications for WEA Corp., in assessing midline value. With WEA's 55 new titles, he added, the company is continuing to "fill the pipeline," supplying low-cost product demanded from labels to retailers.

Like Weiss, Richard Spring, president of the independent Washington, D.C.-based Jazz America Marketing (JAM) label, feels that midlines have a major impact on retailers.

"It's very difficult for indies, particularly small ones, to compete for retailer attention," he said. "To do that we need a hit record, which can't be planned, or merchandising and marketing as if we were a bigger company. Midline is the only way to do that effectively."

Last December, JAM released its first midlines with five titles, and two more $5.98s are due in April. Spring hopes to be able to release midline titles regularly, and feels that by selling initial orders of as few as 3,000 pieces, he can break even in six months. "If the release gods are kind, I hope for as many as a dozen midlines a year," he said.

Lou Dennis, vice president sales, Warner Bros. Records also said that a steady flow of midline titles is a continuing concern at his company. "We're adding 25 or so reduced catalog titles now," he said, adding that Warner Bros. will also be releasing more $5.99 list price mini-LPs, similar to those it has already issued for B-52's, Devo, Pretenders, Robin Lane and Gang Of Four.

"Not all books are priced the same," he explained, drawing a parallel to the publishing business. "The need for variable pricing is definite."

At PolyGram, Jim Lewis, vice president marketing, said the label's second midline batch of the year will be comprised entirely of back catalog.

"We have used $5.98s to introduce new artists before, but we usually rely on discounts and advertising supports to bring the $8.98 shelf price down," he said.

Label Discounts

Discounting and advertising subsidies are also being applied to midlines. Reported midline costs to buyers, (prior to the WEA increase and simultaneous introduction of its new Inventory Management Program of discount-dating for selected product) varied within a $2.90 to $3.30 per piece range. It was learned, however, that these prices are usually discounted at the outset. One buyer said that his costs, which started from a $2.95 base, have risen to the current range of $2.96 for CBS midlines to $3.13 for WEA's. But these price climbs, he added, are misleading because each company tacks on discounts which tend to bring unit prices back down to the original $2.95 to $3.00 level.

"We get six percent off on every MCA $3.18 midline title to $2.99," the buyer explained. "CBS almost always gives five percent off when they add a number. Same thing at Capitol, which is $3.11. RCA gives 5.6 percent off their $2.97 price for initial orders, while PolyGram gives 4.8 percent off on any quantity at any time. WEA is more troublesome, but usually gives a negotiable five percent discount." (It should be noted that the above figures are rack prices.)

However, Steve Marmaduke, vice president of purchasing at Western Merchandiser, the Amarillo-based company that services 1,000 racks throughout the Southwest as well as 91 retail outlets in Southwestern and Midwestern states, said that manufacturers' discount policy was fairly standard for both retail and rack.

"They all have a midline discount program of one kind or another going on pretty much all the time, usually between five and eight percent," he said. "CBS has a specific promotion right now that covers all midlines that you buy for the next 30 days."

According to a buyer at a major Northeastern rack and retail company, whose price costs vary from $2.98 (CBS) to $3.21 (MCA), labels offer a mix of discount policies, advertising subsidiaries and extended dating from 60 to 90 days.

"Capitol, which has increased its $3.10 price up a penny, has no discount but gives extra dating and close to seven percent advertising," the buyer said. "CBS has a permanent three percent in advertising and has thrown on a five percent discount right now. MCA has a permanent discount available of six percent if you buy a minimum of 300 pieces; if you buy 900 you get the discount plus dating. WEA, at $3.15, generally does nothing special; while PolyGram, at $3.13, comes up with a four to five percent discount once in a while. Right now PolyGram is discounting whole catalogs — anything over two months old, including midline."

"Midline costs were reported to be in the $2.90 to $3.30 per album price range. However, these prices are usually discounted at the outset. Advertising being applied to midlines."

Michael Reff, executive vice president of Everybody's Records in Portland, Ore., said that certain companies offer a series of discounts up to seven percent based on the number of shipping locations, while others discount according to volume per location. Ninety-day dating is used to encourage quantity buys in some cases, as is an extra five percent discount to meet minimum orders, which vary among labels according to type of account.

Advertising Support

Norman Hunter, purchasing manager at Record Bar, noted that manufacturers also helped out with his company's special midline sales program, not with special cost discounts but with increased advertising support and in-store merchandising aids. A buyer from a major Midwestern rack retailer also reported heavy advertising assistance from manufacturers.

"We get ad money on any kind of major promotion we have because midlines have a lower cost price," he said. "Theoretically, if we take the normal three to five percent accrual, we would not have enough to run the major ads we run. So the labels free up ad money for midline product at a higher proportion — up to 10 percent — as opposed to hit product. For example, if we buy 50,000 Cars records it's relatively easy to get five percent in advertising dollars. But with 50,000 midlines, we don't generate that much advertising dollars but the advertising costs are the same no matter what the product is, so we're more likely to get over and above money."

The buyer added that two or three weeks of midline promotion bring in up to 24% of his business for that period, which compares to his normal 14% midline business, up from five percent last year.

He concluded by pointing at 20 percent of stock as the potential for midline product. This is such a substantial segment of his inventory that he suggests that manufacturers would be foolish to tamper with it.

"If lists go up to $6.98, which I'm afraid they're in the process of doing, it's going to wipe out the whole idea," he said. "Midlines will become just like frontlines, starting out at $5.98 and going to $6.98, even up to $7.98. Then they'll start converting new midline titles, knocking other stuff down from $8.98, taking the good stuff and raising it to $6, and the poorer stuff and knocking it to $5."

The buyer predicted that variable pricing will be met with stiff resistance, echoing comments from retailers responding to last week's WEA increase, and said that his company will probably price all midlines the same no matter what the list. "It is already doing that now," he added, "with all midlines, even $3.98 and $4.98 lists, going at $5.98."

But since all retailers and manufacturers agreed that midlines have become vitally important to each segment's profit picture, it seems certain that common ground will continue to be found to satisfy both interests. The juggling of various dating policies, advertising subsidies and up-front discounting are likely to continue as useful methods of making opposite ends meet.

Following is a label-by-label rundown of second quarter midline releases available at presstime.

A&M

Blodwyn Pig, "Ahead Rings Out"; The Move, "Shazam"; Peter Allen, "Continental American"; The Carpenters, "Close To You"; Squeeze, "U.K. Squeeze"; Joe Jackson, "Look Sharp"; Quincy Jones, "Body Heat"; Split Enz, "Frenzy"; Ike and Tina Turner, "River Deep And Mountain High"; Hoyt Axton, "Road Songs".

Atlantic

AC/DC, "Powerage"; Blackfoot, "Strikes"; Crosby, Stills & Nash, "Crosby, Stills & Nash"; Emerson, Lake & Palmer, "Best Of"; England Dan & John Ford Coley, "Best Of"; J. Geils Band, "The J. Geils Band"; J. Geils Band, "The Morning After"; Genesis, "Trick Of The Tail"; Daryl Hall & John Oates, "Whole Oats"; Daryl Hall & John Oates, "War Babies"; Manhattan Transfer, "Extensions"; Bette Midler, "The Rose"; Leon Redbone, "Branch To Branch"; Stars On Long Play, "Stars On Long Play".

Capitol (Accord)

Joe Stampley, "The Early Years"; Alice Cooper, "Toronto Rock 'n Roll Revival, 1969, Vol. 4"; Spooky Tooth, "Hell Or High Water"; Wes Montgomery, "The Classic Sound Of Wes Montgomery"; Joe Tex, "J.T.'s Funk";Beau Brummels, "Just A Little"; Violinsky, "Whirling Dervish"; Andrea Crouch, "He's Everywhere"; Soft Machine, "Memories"; Porter Wagoner, "Down Home Country".

Elektra/Asylum

Eagles, "Desperado"; Eagles, "One Of These Nights"; Greg Kihn, "Next Of Kihn"; Greg Kihn, "Kihn Again"; Love, "Revisited"; MC5, "Kwick Out The Jams"; Joni Mitchell, "For The Roses"; Joni Mitchell, "Court And Spark"; Carly Simon, "Boys In The Trees"; Carly Simon, "Spy"; The Stooges, "The Stooges"; The Stooges, "Funhouse".

EMI America

Cliff Richard, "Every Face Tells A Story"; Rocky Burnette, "Son Of Rock 'n Roll"; Robert John, "Robert John"; Michael Johnson, "Ain't Dis Da Life"; Michael Johnson, "For All You Mad Musicians".

Liberty

Paul Anka, "Feelings"; Crystal Gale, "Classic Crystal"; Jan & Dean, "Little Old Lady From Pasadena"; Slim Whitman, "God's Hand In Mind"; Slim Whitman, "Country Songs"; Johnny Rivers, "Blue Suede Shoes"; Ventures, "Play Telstar And Lonely Bull"; Ventures, "Play Country Classics"; Don McLean, "Tapestry"; Ferrante & Teicher, "Concerts For Lovers"; Fleetwoods, "Greatest Hits"; Fleetwoods, "Sing The Best Goodies Of The Oldies"; Russ Garcia, " Fantastica/Music From Outer Space"; Earl Klugh, "Earl Klugh"; Ronnie Laws, "Pressure Sensitive"; Del Reeves/Billy Jo Spears, "Del & Billy Jo"; Merrilee Rush, "Merrilee Rush"; George Jones, "Trouble In Mind"; George Jones, "I Get Lonely In A Hurry".

MCA

The Impressions, "Greatest Hits"; Marlene Dietrich, "Her Complete Decca Recordings"; Bing Crosby, "Rare 1930-31 Brunswick Recordings"; Lloyd Price, "Greatest Hits"; Gale Storm, "(Untitled)"; Dorsey Brothers Orchestra, "1934-5 Decca Sessions"; Eddie Cantor "Memories"; Hoagy Carmichael, "The Stardust Road"; Slim Gaillard Trio, "Dot Sessions"; Milton Brown & His Brownies, "Pioneer Western Swing Band 1935-6"; The Ames Brothers, "(Untitled)"; Dick Powell, "Love Is On The Air Tonight"; Tex Beneke & His Orchestra with Ray Eberle, "Marion Hutton & The Modernnaires, "Reunion"; Johnny Burnette & The Rock 'n Roll Trio, "Listen To Johnny Burnette"; Deanna Durbin, "Memories"; Tony Martin, "(Untitled)"; Maybelle Mercer, "(Untitled)"; Rick Nelson, "The

(continued on page 56)

1982 NARM Preview

Labels Balking At New Tests For Cassette Packages

by Michael Martinez

LOS ANGELES — Recording industry segments are divided over how open merchandising of cassette product can be achieved, the two leading options being adoption of an industry-wide standard for improved cassette packaging and the encouraging retailers to develop their won individual packaging with the help of manufacturer incentives.

Dealers generally claim that modified, usually enlarged, cassette packaging would allow them to unlock their bins, openly displaying the product without fear of pilferage. Other benefits of such packaging would include better graphic design, more information about the act and the possibility of better display.

There is consensus throughout the industry that open merchandising of cassette product, or bringing the product from behind manned or locked counters (a particular concern among the racks), would improve sales. Some dealers have reported that unlocked, openly merchandised cassette bins have yielded 30-50% sales jumps on such items.

As an alternative to standardized cassette packaging, some retailers would support label incentives in the form of discounts to those dealers who openly display and merchandise tape product. Thus far, WEA is the only firm that has advanced such an incentive program.

Though differing in approach, most labels agree that there should be a standard tape package that fits everyone's fixturing and merchandising needs.

During late 1980, three record companies — Arista, CBS and Chrysalis — bowed a test of a 6"x6" package developed by Shorewood Packaging, which garnered mixed reactions from retailers and offered little real information on how successful the package was.

More Formats

At the same time, Capitol Records sponsored a test of an Album Graphics, Inc. (AGI)-developed 4"x9" package. While surveys at retail revealed that dealers had a more favorable consumer response to the 4"x9", retail sources said the viability of both configurations would not be determined because the holiday season prevented adequate testing. One major drawback, according to dealers, was that store personnel were too busy to educate the consumer about the new packaging.

Calling the test a "disappointment and discouraging," Ed Dwyer, West Coast vice

(continued on page 50)

MHE INTRODUCES MODULAR DISPLAY RACKS — *Media Home Entertainment, the independent pre-recorded video software suppliers, has entered the video accessory field with a line of new modular display units for retail videocassette outlets. Each unit can hold up to 96 cassettes, locked between transparent trays that can be spun around to permit ease of inspection.*

Digital Audio Disc Systems Present Exciting Possibilities For Retailers

(continued from page 22)

12"-sized LP cover. Last week, Marmaduke said he intended to seek industry-wide support for such standardization during the close of the "Magic of Digital" segment.

"We're trying to get manufacturers to make it as easy as possible to market this significant new product," said Marmaduke. "Essentially, our main concern is trying to avoid the type of situation where we would have several types of packaging for albums and digital discs, as we have had different package sizes for VHS and Beta videotapes . . . We don't need a fourth configuration (for packaging)."

Marmaduke indicated that he doesn't foresee any problem with building consumer awareness of the differences between digital and analog discs "once the record buyer is able to compare and contrast" the two. However, he stressed that in-store marketing "has much to do with the jacket and positioning of the product."

May Take Time

"It's going to be like video, to a great extent," he noted. "Once people experience it, awareness and demand will spread. It may take some time; most record stores aren't going to jump right into it. But I think it would facilitate matters if product could fit right into existing fixtures for open display."

Marmaduke pointed out that retailers learned, through experiments with oversized audio cassette packaging, "that new concepts weren't necessarily better" and, by planning CD merchandising now, "hopefully, we can avoid those pitfalls." To this extent, Marmaduke proposes that an interdisciplinary "digital coordinating board" be set up, composed of members of NARM, the Recording Industry Assn. of America (RIAA), the Society of Professional Audio Recording Studios (SPARS) and the Electronics Industries Assn.'s Consumer Electronics Group (EIA/CEG).

'Meaningful Exchange'

"Every one of these trade association's boards has a representative whose interest lies in the area of digital, so I think we can have a meaningful exchange of ideas on the subject that could be beneficial to all of us and our respective industries," stated Marmaduke.

While Marmaduke feels that the digital audio disc as a mass market item "may be somewhere down the road," he firmly expects record retail chains to assume a position of leadership in merchandising and sales.

"We do have the traffic and exposure necessary," summarized Marmaduke. "Our expertise lies in dealing with the mass market, so if this is to become a major consumer item, and we have every reason to believe that it will, we have to take the lead. After all, we're supermarkets of sound."

Black Music Consumer Focus Of NARM Panel

(continued from page 8)

in substance, Gilreath said that he would be armed with various consumer and market surveys that would illustrate the importance of identifying the black music consumer base, from both the manufacturer's and retailer's standpoint.

Another segment of the presentation will be made by Al Wellington, head of the Haddon, N.J.-based Wellington Assoc., who will focus on how to effectively reach that consumer through advertising.

Specialized Marketing

Wellington told **Cash Box** that his portion of the panel will focus on ways to develop specialized marketing campaigns aimed at the black buyer without alienating other consumers. He said that there are certain black music acts that can attract a particular group of black and white consumers that otherwise overlap in artistic interests.

Some of the acts he described as bridging the core gap included Stevie Wonder, Al Jarreau and Lionel Richie. Wellington suggested that it was easier to program marketing campaigns aimed at black consumers around such artists because the ad will also attract the mainstream customer as well.

The Kentucky Fried Chicken commercial, which features Roberta Flack, was also used as an example by Wellington, who explained that the centerpiece of the commercial, which was developed for a black consumer audience, "Kentucky Fried Chicken, They Do Chicken Right," crossed over to the mainstream campaign.

"It started out as a black commercial theme, but was later used in all Kentucky Fried Chicken advertising and commercials," he said. "The Roberta Flack commercial, which was developed to focus on the black consumer, achieved that goal and also proved to be attractive to mainstream audiences, according to research."

He also stressed the importance of avoiding stereotypical marketing concepts when developing advertising for music acts. As an example, Wellington cited how some studies have shown that certain ads will turn off various segments of the black consumer base, while sterotypical implications escape detection by other segments.

Thus, the stratification of the black consumer market will be another area discussed by Wellington during the seminar. He said, "Many folks in marketing are being challenged now to earn their money. People are looking at their consumer base more closely to find ways to more directly reach those they are trying to sell to."

Health Of Mass Merchandise Chains Bodes Well For Racks

Harold Okinow, the incoming president of NARM, is well versed on the concerns of the nation's rack jobbers. Not only is he chairman of NARM's rack jobber advisory board, but also he is president of Lieberman Enterprises, one of the industry's leading rack operations. The following excerpts are from an interview that took place recently at Lieberman headquarters in Minneapolis.

On reaching the older, "occasional" record buyer who traditionally shops at racked outlets:

We regularly run "events" in the chains that we service, and those events could be like the exercise promotion we ran in January. Exercise records are music, and during January the exercise records sold as many units as our Top 10 albums. That may be a sad commentary on the state of the record business, but we sold a lot of exercise records. In March, we're going to run a country event. And throughout the year we'll probably run six such promotions.

On the health of mass merchandisers:

The stores that the racks service are among the strongest segment of the retailing businesss. If you look at the reports for the first couple of months (of 1982) you'll see that the peole who reported increases in sales are the mass merchants — the K marts, the Targets, the Wallmarts. Those are the retailers that are doing better business, and those are the people the racks service. So an important part of our optimism is based on the fact we are going to get quite a few more accounts because these chains are expanding.

On new merchandising opportunities for racks:

Movie cassettes are not a part of the mass merchandisers' business. And the way things are going they probably won't be. Movie cassettes are a rental business, a rental convenience business. You have to have them in a place where you can drive up to the store, park close to the door, run in and perform the transaction and go out. So these customers are not going to fight the traffic involved in a mass merchandise operation.

As for the Atari game cartridges, they are in another buyer's domain within the mass merchandisers' spectrum; and most of that product is being purchased direct.

On the other hand, I see the whole category of personal playback equipment — like Sony's Walkman and all of its imitators — as being a tremendously important area for the music industry. The huge increase we've seen in cassette sales has to a very great extent been fueled by this equipment. I think that equipment is just starting to take off and already they are selling in monstrous numbers. This is a big and exciting trend but it isn't getting enough attention. It is the single most important hardware device for our industry.

On the impact of record companies more stringent credit and returns policies on rack jobbers:

They have liberalized the policies somewhat, but it hasn't gone far enough. Actually, we like most of the aspects of the WEA program. We don't like the penalty for 8-track returns they impose. But the other elements of the WEA program are pretty decent.

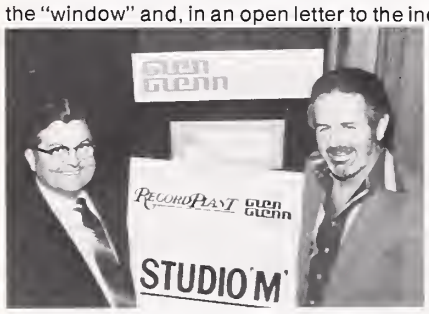
On manufacturers' willingness to develop merchandising tools specifically tailored to rack outlets:

The things the labels furnish, by and large, are created for the retail store environment. We long ago stopped fighting that battle; we design and produce our own displays. The labels don't fight it, either; they've been very good about funding. It really doesn't cost them any more to subsidize our displays than it would to furnish

(continued on page 37)

SOUNDVIEWS

PARAMOUNT RESPONDS TO PLEA FOR MAINTAINING 'WINDOW' — A subject of major concern for some time now among video software dealers has been the "window," or time between the studios' release of films from theatrical showing to the home market and pay TV. It's no secret that that "window" has been getting uncomfortably small for many dealers; few hid their anger at the Winter CES when the front pages of the trade dailies at the show were plastered with the news that several films included in Warner Home Video's Dealer's Choice plan would be shown on pay TV at the same time they were being offered for rental. Recently, **Ron Berger**, head of the 81-store National Video chain in Portland, wrote a letter to home vid execs urging them to hold the line on the "window" and, in an open letter to the industry, Paramount vice president **Robert V. Klingensmith** responded by assuring Berger that he himself is "all too aware of the need for windows between each market." By detailing theatrical, home and pay TV release dates for nine Paramount titles, Klingensmith showed that the company has maintained an average 6-10 month window, "representing" the firm's "commitment to home video, its growth, and protection versus other market exposure."



DIGITAL DOUBLE TEAM *— Glen Glenn Sound president Joseph D. Kelly (l) and Record Plant president Chris Stone stand outside Studio M on the Paramount Pictures lot, which Glen Glenn and the Record Plant are jointly turning into a state-of-the-art digital recording studio for motion picture sound.*

CABLE DIRECT MARKETING FOR ASTRALVISION'S CROSBY CASSETTE — Those of you in MTV land have probably seen the advertisements over the last few weeks for a videocassette of **David Crosby** in a solo concert performance. According to **Joe Lynch**, president of the young music-oriented Astralvision company that is selling the video (shot at San Francisco's Palace of Fine Arts more than two years ago), direct marketing on such cable channels as MTV "seemed like the perfect thing to do, since MTV represents the latest technological avenue of getting music video to the consumer. It's just one extension of the distribution of video product." Since the ads started running in late February, about 20 times a week, Lynch noted, "We've been getting several orders a day on a consistent basis." Astralvision is currently expanding right now, according to Lynch, opening up Astro Video in San Francisco, a 16 mm film and ¾-inch video lab with 40 duplicating machines, and Astralvision Products, which will market "everything from video games to feature films and original vid programming." Among the projects the company is hoping to embark on: a synchronous, computer-animated 3D video utilizing the music of **Alan Parsons** ("we're negotiating with Arista, his label, and Interworld Music right now for the rights") and a 3D video shoot of an upcoming concert performance featuring two name country acts at Marriott's Great America south of San Francisco. Other projects under way now include a new video game format and plans are being set to acquire rights to a number of **James Brown**'s *Future Shock* TV shows, shot in the mid-'70s at Atlanta's WTBS studios, for airing on the Black Entertainment Network. Forthcoming from Astralvision will be a **Lionel Hampton** Jazz Classic date shot in 1971 and featuring such revered jazz names as **Mel Torme, Johnny Mercer** and **Roy Eldridge**, among others. "We're pouring the concrete for the foundation," summed up Lynch of the company's activity.

VIDEO BRIEFS — RCA honored 99-year-old musician/composer **Eubie Blake**, one of the most loved purveyors of ragtime, with an RCA SelectaVision VideoDisc player and the first stereo videodisc of the Broadway musical *Eubie!* last week. RCA chairman **Thornton Bradshaw** made the presentation. *Eubie!* has enjoyed a smash run on the Great White Way, with more than 2.5 million theatregoers seeing the production. The RCA disc uses all the original sets, costumes and nearly every member of the original cast (yes, the remarkable **Gregory Hines** is on the disc). It will be on the market in May . . . Vestron Video's ***Richard Pryor*** *Live In Concert* recently picked up *Video Review* magazine's VIRA award for Best Comedy program during ceremonies at Regine's in the Big Apple. It's already a top-charting cassette and should do even better in light of the present box office success of ***Richard Pryor*** *Live On The Sunset Strip* . . . 20th Century Fox Video is releasing an eight-minute in-store promo cassette of that candle-in-the wind, **Marilyn Monroe**, called *Queen Of The Silver Screen* as part of the company's push on seven of her classic films. The cassette, we're told, includes some of photographer/producer **Milton Greene**'s excellent stills of Monroe. It'll make its debut at the Marilyn look-alike contest to be staged at Sam Goody's Rockefeller Center store in N.Y.C. April 3.

PROMO PRODUCTIONS — Gowers Fields Flattery has just wrapped up two videos of **Leo Sayer** for Chrysalis U.K., including "Have You Ever Been In Love" and "Heart," in N.Y. Both tunes are from his new LP, which will be out shortly in the U.S. on the Warner Bros. label. The production firm also completed three films of Riva/Mercury recording artist **John Cougar**, including the cuts "Hurt So Good," "Jack & Diane" and "Hand To Hold On To," in Cougar's hometown of Bloomington, Ind. (for one of those, the same quarry where *Breaking Away* was filmed was used as a set). Lastly, Gowers Fields Flattery is in post-production on a full-length **Quarterflash** concert videotaped in Tulsa. Look for it to appear soon, probably on MTV . . . Cegwae Prods. videotaped **Sister Sledge** performing its current hit "My Guy" (the old **Mary Wells** tune) and "Super Bad Sisters" using a high saturation process of color accentuation for the concept clips . . . Ken Waltz Prods. shot Casablanca/PolyGram act **Dr. Hook** for a video of the band's hit, "Baby Makes Her Blue Jeans Talk," and "Loveline" . . . Out Of Production And In The Clubs Dept. According to Rockamerica's Videophile chart, the top rock dance club videos for the month of March were "Radio Clash" by **The Clash**, "Homosapien" by **Pete Shelley** (formerly of **The Buzzcocks**), "Visions Of China" by **Japan**, "Bedsitter" by **Soft Cell** and "Don't You Want Me" by **The Human League**.

AUDIOFILINGS — MCA Records is introducing its own audiophile line the first week of May, leading off with half-speed mastered releases of **Steely Dan**'s "Gaucho," **Spyro Gyra**'s "Catching The Sun" and **Olivia Newton-John**'s "Physical" . . . Meanwhile, Mobile Fidelity Sound Lab is presently shipping Original Master Recordings of **Kim Carnes'** "Mistaken Identity," **The Band**'s "Music From Big Pink" and **Hiroshima**'s self-titled debut. MFSL reports that its UHQR edition of **Pink Floyd**'s "The Dark Side Of The Moon" has already sold out (at $50 a record).

michael glynn

TOP 30 VIDEOCASSETTES

		Weeks On 3/27 Chart
1	**FORT APACHE, THE BRONX** Vestron VA-6000	—
2	**CONTINENTAL DIVIDE** Universal City Studios, Inc., MCA Distributing Corporation 71001	—
3	**ATLANTIC CITY** Paramount Pictures, Paramount Home Video 1460	—
4	**AN AMERICAN WEREWOLF IN LONDON** Universal City Studios, Inc., MCA Distributing Corporation 77004	—
5	**MOMMIE DEAREST** Paramount Pictures, Paramount Home Video 1263	—
6	**PATERNITY** Paramount Pictures, Paramount Home Video 1401	—
7	**SCANNERS** 20th Century-Fox Video 4073	—
8	**CLASH OF THE TITANS** MGM/CBS Home Video 700074	—
9	**RICHARD PRYOR LIVE IN CONCERT** Vestron VA-4000	—
10	**THE HOWLING** 20th Century-Fox Video 4075	—
11	**FOR YOUR EYES ONLY** 20th Century-Fox Video 4568	—
12	**S.O.B.** MGM/CBS CR 00110	—
13	**CANNONBALL RUN** Vestron VA-6001	—
14	**TARZAN, THE APEMAN** MGM/CBS MR00 109	—
15	**TEXAS CHAINSAW MASSACRE** Wizard Video 034	—
16	**EYE OF THE NEEDLE** 20th Century-Fox Video 4581	—
17	**STIR CRAZY** Columbia Pictures Home Entertainment 10248E	—
18	**RAGGEDY MAN** Universal City Studios Inc., MCA Distributing Corporation 71003	—
19	**APOCALYPSE NOW** Paramount Pictures, Paramount Home Video 2306	—
20	**TATTOO** 20the Century-Fox Video 1123	—
21	**ONLY WHEN I LAUGH** Columbia Pictures Home Entertainment 10462	—
22	**PHYSICAL** Universal City Studios Inc., MCA Distributing Corporation 55050	—
23	**DOCTOR NO** 20th Century-Fox/20th Century-Fox Video 4525	—
24	**FIRST MONDAY IN OCTOBER** Paramount Pictures, Paramount Home Video 1408	—
25	**DUMBO** Disney/Disney Home Video 24	—
26	**VICTORY** MGM/CBS Home Video 600108	—
27	**FUN HOUSE** MCA Distributing Corporation 55051	—
28	**BREAKER MORANT** Columbia/Columbia Home Entertainment 8300E	—
29	**THE GREAT ESCAPE** 20th Century-Fox/20th Century-Fox Video 4558	—
30	**EYEWITNESS** 20th Century-Fox Video 1116	—

The Cash Box Top 30 Videocassette chart is a compilation of the fastest moving titles, based primarily on rental activity, as reported by various accounts around the country. Accounts surveyed include: Video One Video-Bellview; Video Plus-Chicago; Radio 437-Philadelphia; Classic Video-Oak Lawn; The Video Store-Cincinnati; Precision Video-Chicago; Entertainment Systems-Phoenix; Nickelodeon-Los Angeles; Everybody's-Portland; Radio 437-Bala Cynwyd; American Tape & Video-Atlanta; Crazy Eddie-New York; The Cinema Store-Encino; Video Company-Larkspur; Video Studio-Farmington; Tyson Video-Atlanta; Video Library-San Diego; That's Entertainment-Chicago; Video Media-Chatsworth; Wonderful World of Video-Chattanooga; Boston Video-Boston; Wherehouse-National.

NEW VIDEO SOFTWARE RELEASES

This listing of new videocassette and videodisc software releases is designed to keep home video retailers and dealers abreast of the latest product available and can be used as an ordering aid. Product is separated into Cassette and Disc groups, followed by manufacturer, catalog number and price. Some product listed may not have been assigned either a catalog number or price at presstime.

Jane Fonda's Workout
*Disc — RCA SelectaVision (N/A) N/A
Cassette — KVC 042 ..... $59.95
The French Lieutenant's Woman
Cassette — 20th Century-Fox 4686 $79.95
Stripes
Cassette — CPHE VH 10600 .. $89.95
CPHE BE 10600 ... $89.95
The Batty World Of Baseball
Cassette — CPHE VH 13010 .. $49.95
CPHE BE 13010 ... $49.95
Family Life
Cassette — CPHE VCF 3040. $59.95
A Simple Story
Cassette — CPHE VQF 8800 .. $59.95
CPHE B 8800 ..... $59.95
The Dark
Cassette — MHE M 173 ..... $54.95
Day Of The Animals
Cassette — MHE M 172 ..... $54.95
The Force Beyond
Cassette — MHE M175 ..... $54.95
Kill And Kill Again
Cassette — MHE M 174 ..... $54.95
Monty Python Meets Beyond The Fringe
Cassette — Wizard N/A $59.95
The Challenge
Cassette — Wizard N/A $59.95
Dirty Hands
Cassette — Wizard N/A $59.95
Kamouraska
Cassette — Wizard N/A $59.95
Merry-Go-Round
Cassette — Wizard N/A $59.95
Slave And The Cannibal God
Cassette — Wizard N/A $59.95
Second City Insanity
Cassette — KVC 039 ..... $49.95
The Rubiks Cube: Solved
Cassette — KVC 037 ..... $49.95
(*not available until July)

A MOUTHFUL OF BLUE JEANS *— Dennis Locorriere (r) and Ray Sawyer of Dr. Hook listen when "Baby Makes Her Blue Jeans Talk" was the subject of a video shoot in Westwood, Calif. recently.*

TOP 15 ALBUMS

Spiritual

			Weeks On Chart
1	WHEN ALL GOD'S CHILDREN GET TOGETHER REV. KEITH PRINGLE (Savoy SL 14656)	1	16
2	HIGHER PLANE AL GREEN (Myrrh MSB 6674)	2	19
3	WHERE IS YOUR FAITH JAMES CLEVELAND & THE SO. CALIFORNIA COMMUNITY CHOIR (Savoy SGL 7066)	4	28
4	IS MY LIVING IN VAIN CLARK SISTERS (New Birth 7056)	6	48
5	GO SHIRLEY CAESAR (Myrrh MSB 6665)	3	22
6	LOOK TO JESUS PATRICK HENDERSON & THE WEST ANGELES COGIC SANC. CHOIR (New Pax NP 33042)	5	10
7	POWER TWINKY CLARK (Sound of Gospel SOG 133)	8	3
8	UNCLOUDY DAY MYRNA SUMMERS (Savoy SL 14594)	12	2
9	THE LORD WILL MAKE A WAY AL GREEN (Myrrh MSB 6661)	13	2
10	EDWIN HAWKINS LIVE WITH THE OAKLAND SYMPHONY ORCHESTRA (Myrrh MSB-6691)	7	26
11	CLOUDBURST MIGHTY CLOUDS OF JOY (Myrrh MSB 6663)	10	60
12	HE'LL GIVE YOU PEACE IN THE MIDST OF THE STORM O'NEAL TWINS (Savoy 14619)	—	1
13	BE ENCOURAGED FLORIDA MASS CHOIR (Savoy 7046)	9	7
14	JUST AN OLD STORY REV. RICHARD (MR. CLEAN) WHITE (Savoy SL-14659)	14	3
15	JAMES CLEVELAND WITH THE METRO MASS CHOIR (Savoy SGL 7067)	15	7

Inspirational

			Weeks On Chart
1	AMAZING GRACE B.J. THOMAS (Myrrh MSB 6675)	1	32
2	UNFAILING LOVE EVIE TORNQUIST (Word WSB 8867)	2	16
3	THE VERY BEST OF THE IMPERIALS (Dayspring SST 4025)	3	12
4	I SAW THE LORD DALLAS HOLM (Greentree R 3723)	4	16
5	THE TRAVELER DON FRANCISCO (New Pax NP 33106)	6	24
6	JONI'S SONG JONI EARECKSON (Word WSB 8856)	7	22
7	AMY GRANT IN CONCERT VOL. II (Myrrh MSB 6677)	5	12
8	PRIORITY IMPERIALS (Dayspring DST 4017)	8	58
9	COLLECTIONS KEITH GREEN (Sparrow SPR 1055)	9	18
10	BLESS THE LORD WHO REIGNS IN BEAUTY BILL GAITHER TRIO (Word 8870)	10	2
11	HOLM, SHEPPARD, JOHNSON (Greentree R 3583)	11	6
12	HEARTS ON FIRE SWEET COMFORT BAND (Light 5794)	—	1
13	BEST OF B.J. THOMAS B.J. THOMAS (Myrrh/Word MSB 6653)	12	8
14	MY FATHER'S EYES AMY GRANT (Myrrh MSB 6625)	13	68
15	AMY GRANT IN CONCERT (Myrrh MSB 6668)	14	42

Hawkins Family Paces GMWA's Gospel Music Excellence Awards Program

LOS ANGELES — The Hawkins Family — including solo performers Walter and Traimaine — paced all winners in the inaugural Gospel Music Excellence Awards, which were presented during the 15th Annual national board meeting of the Gospel Music Workshop of America, held recently in Indianapolis.

According to Al Hobbs, one of the organizers of the event, "all labels that are serious about their involvement in black gospel music were represented in some way during the meeting. I think this event was successful in that it demonstrated the depth of black or soul gospel music beyond the one or two categories other awards presentations allow us," Hobbs explained.

Winning in the traditional album of the year category was the Hawkins Family for their "Hawkins Family Anniversary," while contemporary album of the year, Clark Lister for "Is My Living In Vain." Other winners included best female vocalist, traditional, Albertina Walker; best female vocalist, contemporary, Traimaine Hawkins; best male vocalist, traditional, Rev. James Cleveland; best male vocalist, contemporary, Andrae Crouch; best choir, traditional, Rev. Charles Nicks and the St. James Choir and best choir, contemporary, Keith Pringle an the Pentacostal Community Choir.

Additional winners included best group, traditional, O'Neal Twins; best group, contemporary, Hawkins Family; best quartet, traditional, Gospel Keynotes; best quartet, contemporary, Mighty Clouds of Joy; best producer, traditional, Milton Biggham; best producer, contemporary, Walter Hawkins; song of the year, traditional, "A Praying Spirit" by Twinky Clark; song of the year, contemporary, "Call Him Up" by Ricky Grundy; best new artist, traditional, Al Green; best new artist, contemporary, Krystal Murden; best spoken word record, "Too Many Babies In Church" by Jewel Recoro.

Benson Artists Featured

NASHVILLE — A new series of five-minute radio programs entitled *Artist Profiles* are currently being aired on approximately 35-40 radio stations, according to the Benson Company, and over 100 are expected to be involved by the end of June.

Stations already broadcasting the series include WCRM/Chicago, WAEC/Atlanta, WLIX/New York, WDJC/Birmingham and WXLN/Louisville. The *Artist Profile* series consists of five different five-minute features on each selected artist, and is broadcast daily. Selected artists change weekly. A short interview and song from a new or recent album by the artist make up the five-minute program, and a 30-second spot for local advertising sales is also incorporated into the feature.

Artists selected for the *Artist Profile* series represent a variety of musical styles and are profiled in terms of their spiritual insight and direction, as well as their music. The series, which was created by Ron Rumley of Mark V Prods., is scheduled to be expanded later to include monthly hour-long specials on selected artists, in addition to the five-minute slots.

Health Of Mass Merchandise Chains Bodes Well For Racks

(continued from page 35)

their own.

On the steady escalation of both wholesale and list prices for records:

An increase at wholesale would be absolutely devastating. Many of the mass merchandisers have a policy that they will sell at a percentage under list price — no matter what. So when the spread disappears, we're bumping up against this policy. And rather than destroy the price value image that they've worked very hard to establish, these retailers might say, well, we're just going to get out of the record business. And that is not just an idle threat on their part. Many of them have told us that if they can't discount they won't handle the product. It's really a serious issue. So a wholesale price increase simply is not acceptable to the mass merchandiser.

On the evolution of new packaging for cassette tapes:

In the stores that have opened up their cases their tape sales have gone up by a factor of anywhere from 30% to 50%. It's absolutely essential in the mass merchandising environent to have tapes openly displayed because mass merchandisers have cut down on their store labor hours.On the off-peak business days there are very few store employees on the floor. So if you want to buy a tape and have to look around for somebody to open the case and can't find them, the average shopper has a very low boiling point and will say forget it.

We believe very strongly in the WEA incentive plan for open tape displays. We think it is a step in the right direction and encourage other manufacturers to come to the party. I'm quite disappointed at the lack of movement in this area. The expense that we go through to provide better displays is a very real cost and we think it should be shared somewhat by the manufacturers.

On Industry efforts to counter the effects of hometaping:

A levy on blank tape or hardware will not stop home taping. It would not have any impact on home taping.

I'm sure home taping is responsible for a decline in the record business, but I'm not sure to what extent. WCI is going to release the results of its 1981 recorded music survey at NARM, so I guess we'll have to wait until then to get the bad news on how devastating it's been.

But there's a whole group of people out there who do not participate in home taping. And there's a whole group of people who fool around with home taping quite a bit; but they buy the LP, tape the cuts they are interested in, make their own anthologies and keep the LP. So I think there's a large group of people out there who are using their LPs as the fruit for their tapes.

The Mathias amendment has the "first use" clause revision in it that would prohibit people from setting up stores merely to rent records. That (record rental stores) has the potential for devastating the business. It has already taken a tremendous toll in Japan, and if they allow it to happen here you're going to see the industry just disappear.

On ways to further capitalize on rack jobbers' unique position in the music industry:

I'd like to see the labels pay more attention to direct product development. When the movie business sports a trend — *Star Wars* spawned a whole group of science fiction films; then there was the flood of disaster films; you could go on and on — there is a concentrated effort to satisfy the public's appetite for the kind of pictures that are in vogue. To a certain extent the record industry does it; but I'd like to see them do a little bit more studying about what the consumers out there want and try to push some product through, do a little bit better job of directing their marketing towards the wants and desires and lifestyles of the buyers out there.

Planning Is Key To Co-op Success

(continued from page 22)

Some dealers said that with the absence of superstar product on the market and few dollars being spent on new and developing artists (basically because there's less product being released), midlines have gained more attention at retail.

Said Glazio: "We ran a promotion on our entire midline catalog, and all labels with midlines participated."

He added that some of the co-op was doled out on the basis of accrual, but in some instances, label reps would send for money from the main marketing offices to get necessary support.

"This is an opportunity for many labels to maintain a profile during a slow release period," Glazio said.

Schwartz insisted that labels can achieve the same goal by supporting artists that begin breaking out of small stores and spread to one-stops. He said that labels have to take a chance on the groundswell created through one-stops and enhance the product's growth with advertising marketing resources that can be used by the small dealer as easily as the major chain.

As Glazio put it, "Overall it is gratifying that the manufacturer recognizes the benefit of the promotional concept and has reacted upon it, especially in the tough economic times we face."

Peter Pan Starts Push On 'Aerobic Shape Up'

NEW YORK — Peter Pan Records is backing "Aerobic Shape Up," its most recent release from Joanie Greggains, with a national tour in which she will visit major markets for televison, press interviews and in-store appearances. The company is also putting together national television and print advertising campaign, point-of-purchase displays, window banners, in-store demos, riser cards and posters.

"What we're doing now is formulating a plan for her to make some appearances on about four or five talk shows," said Jim Monaghan, Peter Pan vice president of sales. "We're also shipping the posters that have pictures of the LP on it, along with the copies of the LP. They will go wherever the record is sold."

Wonderland, Smurf Pact

NEW YORK — A.A. Wonderland Records, a unit of the Bestway Group, has signed an exclusive representation agreement with Sessions Records for Smurf records and tapes. The pact, which runs three years with option periods, named Wonderland sole representative for all Smurf records and tapes distributed in the U.S.

A nationwide sales force of 80, under the direction of Al Berger, A.A. Wonderland vice president of sales and marketing, will handle the orders.

Monaro, Randell Form Publishing, Prod. Co.

NEW YORK — Meco Monaro and Denny Randell have formed a record production and music publishing company. The two will co-produce Monaro's records and co-publish and administrate recorded compositions written or obtained by Monaro.

Also under the pact, Monaro has completed co-production of a solo album by Kenny Gorelick, saxophonist for Arista recording group Jeff Lorber Fusion.

Call-In Psychology Shows See Major Market Popularity Rise

by Larry Riggs

NEW YORK — Radio call-in shows aimed at helping listeners cope with psychological problems are becoming fashionable at major market outlets. While most of them attempt to help people deal with general psychological problems, some are specifically designed to help them overcome their sexual difficulties.

While these shows have begun to snowball in the past six months, powerhouse talk outlet KABC/Los Angeles pioneered the concept in the late 1970s. "Over the last 10 years, our society has become heavily concerned about ourselves and understanding ourselves both physically and psychologically," said George Green, KABC vice president and general manager. "So about seven years ago, we got the idea for running a psychology show.

"We had the Bill Balance show running successfully for a number of years, and he started having Dr. Toni Grant on as a guest," he continued. "After a while, we started getting a lot of mail asking for more Toni Grant, and we thought she could carry her own program."

Dr. Grant's show originated in 1978 and was run between midnight and 5 a.m. Sunday. It was soon thereafter moved to the 10 p.m. to 12 midnight spot every weeknight where it ran for four years. Earlier this year, it was moved to the 1 p.m. to 4 p.m. spot weekdays.

"She's a unique talent and will be the hub of the new ABC Talkradio network," said Green. "She's considered the premier radio psychologist because she is able to perceive problems more intensely than any other radio psychologist. Besides, her show is like a living soap opera and has brought us larger audience levels and better ratings." KABC has consistently held the #1 spot in the L.A. market Arb ratings since 1974.

Another Show

Another ABC outlet running a psychological talk show is WABC/New York, whose Dr. Judith Kuriansky hosts *Psychological Talk* each weeknight between 9 p.m. and midnight. WABC had broadcast Dr. Kuriansky's show since last October, well before it decided to change its format from Top 40 to all-talk, according to Jay Clark, WABC operations director.

"There's been a tremendous psychographic change in this country," he said. "People today who grew up in the baby boom are now getting into their 40s, and their entertainment needs are different from what they have been. Our research shows us that we can get a greater share of the market with shows like *Psychological Talk*."

Both KABC's Grant and WABC's Kuriansky are clinical psychologists who counsel listeners on a whole range of psychological problems. Although Dr. Kuriansky is a licensed sex therapist, sexual problems reportedly do not dominate these two shows. "Dr. Grant may go for a whole week and not get involved with it," said Green. "Her's is not a sex therapy show."

In contrast, two NBC-owned major market stations run sexual therapy shows. The most famous one is *Sexually Speaking*, which airs each Sunday between 10 p.m. and midnight over A/C-formatted WYNY/New York. Ironically, WYNY uses this show to fulfill its public affairs broadcasting obligations.

Started At Conference

"In late 1979, I went to the New York Market Radio (NYMRAD) conference and heard Dr. Ruth Westheimer speak," said Betty Elan, WYNY public affairs director. "She was from New York Hospital, and she kept talking about the need for sex education. She asked us if she could do a show, so we began doing a 15 minute show after midnight Sunday nights." NYMRAD is a local conference where radio stations ascertain their community needs.

Since 1979, *Sexually Speaking* has expanded from 15 minutes to a half hour and late last year, became the two-hour show it is now. During the broadcast, Dr. Westheimer takes screened listener calls and, depending on the problem, either gives advice or refers them to hospitals or other agencies better equipped to handle their problems.

"A lot of the literature on sex education is not assimilated, and there's a rising pregnancy ratio and a lack of knowledge combined with a constant need to improve the self, and that's the reason why we decided to start running Dr. Ruth's show," said Elan. "Because it is a community affiars show, we didn't do that much promoting and that's why it took it a year to catch on."

Following WYNY's lead, fellow A/C-formatted NBC-owned outlet KYUU/San Francisco three weeks ago began broadcasting *Talk About Sex* during the same time period as its New York counterpart. Its approach, however, differs somewhat. "Dr. Ruth is a mechanic," said Mike Novak, KYUU program director. "She'll give advice over the phone, but the only advice we'll give is the correct agency to go to."

Talk About Sex is hosted by Don Chamberlain, who hosted *California Girls* on KNEW/San Francisco in the mid-1970s and holds a sex therapy degree through Masters and Johnson, according to Novak. "All he is is a sounding board," added Novak.

Fulfills Need

Admitting that he got the idea for *Talk About Sex* from WYNY, Novak said that the show "fulfills both the need for ratings growth and public service, but we did not put it on the air as a device for ratings growth. We're now only running it on a trial basis, and we're keeping both eyes open. We'll take it off if we find that it's an idea whose time has come and gone."

While both stations appeal to the 25-44 demographic with their musicalformats both WYNY's Elan and Novak said that their sexually-oriented shows have attracted calls from listeners of all ages.

While the two NBC stations' show sexplore sexual problems two hours each week, news/talk outlet WMCA/New York began broadcasting 12 hours a week of psychological call-in advice given by Dr. Elyse Goldstein last July. "There are all kinds of relationship questions not just sexual ones," said Ellen Strauss, WMCA president. "There are mother-daughter relationships and so forth."

Goldstein, a PhD. in psychology who teaches at New York's Marymount and Hunter Colleges, came to WMCA after one of her students suggested the idea to her after hearing that WMCA was looking for an on-air psychologist. She began last July only doing a show weekends between 2 and 4 p.m., but then added the 10 a.m. to 12 noon slot each weekday.

"We're the only New York radio station giving advice 12 hours a week," said Strauss. Although WMCA rose in last Summer's Arbs and held steady in the fall. Strauss refused to attribute it to Dr. Goldstein's show. "I don't think it's any one thing," she said.

Features Guests

Noting KABC's success with Dr. Grant, Robert Fish, vice president and general

(continued on page 56)

AIR PLAY

STATION TO STATION — I.R.S. Records has teamed up with new wave-formatted **KROQ-FM**/Los Angeles (106 on the FM dial) and Music Plus record stores to support its act **The Humans** before an April 3 concert at Perkins Palace in Pasadena, Calif. KROQ listeners will be able to purchase the band's debut album, "Happy Hour," for only $1.06 with their ticket stubs at any one of Music Plus' 25 Los Angeles area locations between March 27 and April 14. Included in the deal is the single "Right To Know" by D-Day Beginning Monday, March 29, AOR outlet **KRNA**/Iowa City is broadcasting its own 20th anniversary salute to the **Rolling Stones**. The special is said to feature previously unreleased Stones concert recordings and interviews with **Mick Jagger** and other band members. It runs from 11 a.m. to noon Monday-Saturday and noon-6 p.m. Sunday, April 4. Hosted by **Ron Rose** and produced by **Dick** and **Carole Starr**, the feature was written by discographer **Roy Nilson** . . . For the fourth consecutive year, AOR-formatted **WIOQ**/Philadelphia morning jock **Harvey** has taken it upon himself to give out his own awards for dubious musical achievement. Award highlights include "Best New Bank Account," which goes to RCA recording artist **Rick Springfield** and "Most Number Of People Needed To Write Just One Song" which awards to "Arthur's Theme." MCA recording artist **Ollvia Newton-John** was recognized for the "Best Use Of Running Shorts In A Pop Song" and "Best Use Of A Funny Name" went to Capitol artist **Juice Newton**.

NEW JOBS — **Marllyn Tallman** has been upped to music director at California-based radio consultancy firm Jeff Pollack Communications. Tallman has served with Pollack for the past year as operations coordinator and previously was music director at Top 40 outlet **KIQQ**/Los Angeles. She also worked at syndicators Drake-Chenault and Watermark . . . In Atlanta, several air staff changes have taken place at AOR station **WKLS**. Former **WLUP**/Chicago DJ **Bill Scott** is now WKLS afternoon drive man. He replaces **Mark McCain**, who now takes over the morning drive slot . . . **Bob Paiva** has been named operations manager at **WCMB** and **WSFM**/Harrisburgh, Pa. He moves up to this spot after a year's tenure as program director. Paiva also brings PD experience from **WPOP**/Hartford, Conn. and **WLEE**/Richmond. Before coming to Harrisburgh, Paiva was national promotion director at London Records. In his new job, Paiva will also be responsible for station promotion, engineering and sales promotion.

WEBB FETED AT LUNCHEON — *Over 200 people from the music and radio industries honored Ken Webb, morning drive personality at B/C-formatted WBLS/New York, at a recent luncheon at New York's Helmsley Palace hotel. Pictured at the affair are (l-r): Percy Sutton, chairman of the board, Inner City Broadcasting; Webb; and Henry Allen, president, Cotillion Records/senior vice president, Atlantic Records and chairman of the luncheon committee.*

NETWORK NEWS — Anchors for the 90-second *In Touch* spots, a main feature of CBS Radioradio's web that hits the airwaves April 26, have been hired. They include **Tom McKay**, news director at **KNX**/Los Angeles, whose midday spot will combine commentary on today's lifestyle problems with interviews with sex, fitness, money management and law experts. **Carl Arrington**, *People* magazine music editor will report on earthly and otherworldly phenomena every weekday during afternoon drive time. Weekends, he'll do afternoon spots on music world trends. More extensive music industry coverage can be found in the spot hosted by **Kris Erik Stevens**, DJ at **KFI**/Los Angeles. Every afternoon, he'll give not only music but film and television news. Trendies can listen to the spot hosted by **Lisa Birnbach**, author of *The Official Preppy Handbook* and columnist for New York's *Village Voice*. She will reportedly tell listeners about the subtle distinction between films and movies and offer comments on fashion and society in general. Alas, we are not all preppies . . . EMI America recording artist **Kim Carnes** will be spotlighted on April 19 and 20 on *The Hot Ones* feature of the RKO Radio Networks. The show includes song segments and an interview with host **John Leader**. There, Carnes will discuss her career and winning a Grammy for her single "Bette Davis Eyes." . . . News/talk outlet **WIOD**/Miami, already an affiliate of the ABC Information and Entertainment webs, has joined the NBC Radio Network. It has already become an affiliate of NBC's Talknet . . . While we're on the subject of talk stations, **WABC**/New York, which recently broke its 20-year Top 40 tradition, has signed on as the first affiliate of ABC Talkradio. The marriage consummates in early May, when WABC ends its musical programming . . . The Music Country Network, another satellite radio venture, formed by Associated Press Broadcast Services and country outlet **WSM**/Nashville, has signed **KVET**/Houston as its 60th affiliate. This comes just prior to its April 1 air debut.

SYNDICATION INDICATIONS — In the aftermath of comedian **John Belushi**'s death, California-based syndicator Westwood One has put together a special one-hour tribute to the man who pioneered "Samurai Divorce Court." It will include interviews with **Dan Aykroyd**, **Gilda Radner** and others who knew him well, in addition to past interviews with Belushi. The show is commercial-free and is also available to Westwood One affiliates gratis. No special air time is scheduled . . . The new date for the airing of Los Angeles-based syndicator Drake-Chenault's *History of Country Music* is now been set at September. It will also be offered to stations on a cash basis. Originally offered on barter and set to run in April, D-C executives reportedly ran into a host of production problems and unfavorable advertiser requests, forcing the decision to go back to the old fashioned system of cash licensing. The 52-hour special will be hosted by veteran country artist **Chet Atkins** . . . D-C has also chosen winners in its air talent search. They are: **Mike Anderson**, **WRNL**/Richmond, Va.; **Kathy Brennan**, **WAYS**/Charlotte, N.C.; **Benny Brown**, Radio Luxembourg; **Hudson & Brannigan**, **KILT**/Houston; **J.J. McKay**, **WRVQ**/Richmond and **Beau Richards**, **WBZZ**/Pittsburgh. They were selected from hundreds of air checks submitted from across the country. Portions of each winner's air check have been pressed onto an album, which is available for the asking from companies who send letterhead requests to Drake-Chenault, P.O. Box 1629, 8399 Topanga Canyon Blvd., Canoga Park, Calif. 91304. Album copies will also be available at the upcoming National Assn. of Broadcasters (NAB) convention . . . United Stations Satellite Country Music Network is building a new studio at its Times Square, N.Y. headquarters. It will contain two Harris Micro Mac modular audio consoles that feature digital micro processor memory.

larry riggs

CASH BOX ROCK ALBUM RADIO REPORT

— **FRANKE & THE KNOCKOUTS • BELOW THE BELT • MILLENNIUM/RCA**
ADDS: WMMS, KNCN, KSHE, WLIR, WCOZ, WYFE, KEZY, WCCC, WRNW, WBLM, KSJO, KBPI, KMET, WLVQ, WNEW, WYSP. **HOTS:** None. **MEDIUMS:** KEZY, KBPI, WLVQ. **PREFERRED TRACKS:** Without, Never, Fighting.
SALES: *Just shipped.*

3 **JOAN JETT & THE BLACKHEARTS • I LOVE ROCK 'N ROLL • BOARDWALK**
ADDS: None. **HOTS:** WGRQ, WKDF, WHFS, KNAC, WYSP, KROQ, WNEW, WSHE, KMET, KOME, WCOZ, WLIR, KSHE, KNCN, KLOL, WKLS, WMMS, WRNW, WBLM, KMGN. **MEDIUMS:** WROQ, KSFX, WCCC, WOUR, KSJO, KBPI. **PREFERRED TRACKS:** Title, Crimson.
SALES: *Good in all regions.*

1 MOST ADDED

LP Chart Position

144 **BRYAN ADAMS • YOU WANT IT, YOU GOT IT • A&M**
ADDS: None. **HOTS:** WKDF, WCOZ, WMMS, WOUR, WBLM, KSJO, WYSP. **MEDIUMS:** KSFX, WYFE, WLIR, KLOL, KEZY, WRNW, KBPI, KMGN, WLVO, WROO. **PREFERRED TRACKS:** Lonely, Fits.
SALES: *Weak in South; fair in others.*

36 **ASIA • GEFFEN**
ADDS: KMGN, KBPI, WCOZ, KOME. **HOTS:** WGRO, WYSP, WNEW, WSHE, WYFE, WLIR, KSHE, WMMS, KEZY, WCCC, WOUR, WRNW, KMET, WLVO. **MEDIUMS:** KSFX, KNCN, KLOL, WBLM, KSJO, KBPI, WROO. **PREFERRED TRACKS:** Heat, Time, Dreams, Survivor.
SALES: *Major breakouts in all regions.*

21 **THE CARS • SHAKE IT UP • ELEKTRA**
ADDS: None. **HOTS:** WGRO, KNAC, WYSP, KROQ, WNEW, KMET, KMGN, KOME, WCOZ, WLIR, KNCN, KLOL, WMMS, WCCC, WOUR, WRNW, KBPI. **MEDIUMS:** KSFX, WYFE, KSHE, WKLS, KEZY, WBLM, KSJO. **PREFERRED TRACKS:** Since, Title.
SALES: *Good to moderate in all regions.*

79 **THE CHARLIE DANIELS BAND • WINDOWS • EPIC**
ADDS: None. **HOTS:** WGRO, WNEW, WYFE, WLIR, WRNW, WLVO, WROO. **MEDIUMS:** WCOZ, KSHE, KNCN, KLOL, WMMS, KEZY, WOUR, WBLM, KSJO, KBPI. **PREFERRED TRACKS:** Saigon.
SALES: *Good initial response in all regions.*

196 **DUKE JUPITER • 1 • COAST TO COAST/CBS**
ADDS: KSJO, WKLS. **HOTS:** WGRO. **MEDIUMS:** KSFX, KZAM, KLOL, WMMS, KBPI, WSHE, WYSP. **PREFERRED TRACKS:** Open.
SALES: *Fair in East and Midwest; weak in others.*

178 **JAY FERGUSON • WHITE NOISE • CAPITOL**
ADDS: None. **HOTS:** WOUR, KNX. **MEDIUMS:** WGRO, KSFX, WCOZ, KSHE, KNCN, KLOL, WKLS, WMMS, KEZY, WRNW, WBLM, KBPI, WSHE, WKDF. **PREFERRED TRACKS:** Title.
SALES: *Fair in Midwest and West; weak in others.*

109 **GAMMA • 3 • ELEKTRA**
ADDS: WGRO. **HOTS:** KSFX, KOME, WLIR, KSHE, WMMS, WOUR, KBPI. **MEDIUMS:** WKDF, WYFE, KNCN, KLOL, WRNW, WBLM, KSJO, WLVO, WSHE, WYSP. **PREFERRED TRACKS:** Gone, Moving, Third.
SALES: *Moderate in West; fair in others.*

38 **GENESIS • ABACAB • ATLANTIC**
ADDS: None. **HOTS:** KSFX, WCOZ, KLOL, WMMS, WOUR, KSJO, WYSP. **MEDIUMS:** KOME, LEZY, WRNW, WBLM, KBPI, KMGN, KMET, WKDF. **PREFERRED TRACKS:** Dark, Corner, Reply.
SALES: *Moderate to fair in all regions.*

1 **THE GO-GO's • BEAUTY AND THE BEAT • I.R.S./A&M**
ADDS: None. **HOTS:** WKDF, KSFX, WCOZ, WLIR, KNCN, WMMS, KMGN, KMET, WSHE, WNEW, KROQ, WYSP, KNAC, WHFS. **MEDIUMS:** WKLS, KOME, KLOL. **PREFERRED TRACKS:** Beat, Lips, This Town.
SALES: *Good in all regions.*

32 **SAMMY HAGAR • STANDING HAMPTON • GEFFEN**
ADDS: None. **HOTS:** WGRO, WYSP, WNEW, WSHE, WLVO, KSFX, WYFE, KOME, WCOZ, WLIR, KSHE, KNCN, KLOL, WKLS, WMMS, WBLM, KSJO, KBPI, KMGN, KMET. **MEDIUMS:** WKDF, WROO, WCCC. **PREFERRED TRACKS:** I'll Fall, Piece.
SALES: *Moderate to fair in all regions; weakest in East.*

55 **THE HUMAN LEAGUE • DARE • VIRGIN/A&M**
ADDS: KMET, KBPI, KSFX. **HOTS:** WLIR, WMMS, KROQ, KNAC, WHFS. **MEDIUMS:** KBPI, WROQ, WNEW, WYSP, WGRO. **PREFERRED TRACKS:** Don't You.
SALES: *Moderate in East and West; fair in others.*

5 MOST ADDED

— **IRON MAIDEN • NUMBER OF THE BEAST • HARVEST/CAPITOL**
ADDS: WYSP, WROQ, KMET, WCCC, WMMS, WYFE. **HOTS:** None. **MEDIUMS:** None. **PREFERRED TRACKS:** Open.
SALES: *Just shipped.*

LP Chart Position

2 **THE J. GEILS BAND • FREEZE-FRAME • EMI AMERICA**
ADDS: None. **HOTS:** WGRO, KROQ, WNEW, WSHE, KMET, KOME, WCOZ, WLIR, KSHE, KNCN, KLOL, WKLS, WMMS, KEZY, WOUR, WRNW, WBLM, KMGN. **MEDIUMS:** WKDF, WYSP, WLVO, WCCC, KSJO, KBPI. **PREFERRED TRACKS:** Centerfold, Title.
SALES: *Good in all regions.*

161 **JOHNNY & THE DISTRACTIONS • LET IT ROCK • A&M**
ADDS: None. **HOTS:** WGRO. **MEDIUMS:** KSFX, WYFE, KSHE, WOUR, WBLM, KSJO, KBPI, WSHE, WNEW, WYSP. **PREFERRED TRACKS:** Shoulder, Now.
SALES: *Moderate in West; weak in others.*

2 MOST ADDED

— **GREG KIHN BAND • KIHNTINUED • BESERKLEY/ELEKTRA**
ADDS: WHFS, KNAC, WYSP, KROQ, WNEW, WLVO, KBPI, KSJO, WRNW, WOUR, WMMS, KNCN, WLIR, KOME, KSFX. **HOTS:** WLIR. **MEDIUMS:** KBPI, WRNW. **PREFERRED TRACKS:** Open.
SALES: *Just shipped.*

3 MOST ADDED

— **KROKUS • ONE VICE AT A TIME • ARISTA**
ADDS: WROQ, WLVO, KMET, WBLM, WCCC, WMMS, WKLS, KLOL, WYFE. **HOTS:** None. **MEDIUMS:** None. **PREFERRED TRACKS:** American Woman, Long Stick.
SALES: *Just shipped.*

89 **LE ROUX • LAST SAFE PLACE • RCA**
ADDS: None. **HOTS:** WKDF, WYSP, WYFE, KSHE, KLOL, WMMS, KEZY, WBLM, KNX. **MEDIUMS:** KSFX, WCOZ, WLIR, KNCN, WOUR, KSJO, KBPI, KMET, WNEW. **PREFERRED TRACKS:** Addicted, Boys.
SALES: *Fair in all regions.*

56 **HUEY LEWIS • PICTURE THIS • CHRYSALIS**
ADDS: None. **HOTS:** WKDF, KNAC, WYSP, KSFX, KOME, WLIR, KSHE, KNCN, KLOL, WMMS, KEZY, WBLM, KMGN. **MEDIUMS:** WGRO, KROQ, KZAM, WCOZ, KNX, KSJO, KE `I, KMET. **PREFERRED TRACKS:** Do You, Tell, Working.
SALES: *Moderate to fair in all regions.*

11 **LOVERBOY • GET LUCKY • COLUMBIA**
ADDS: None. **HOTS:** WGRO, WYSP, KROQ, WSHE, WLVO, KSFX, KOME, WCOZ, KSHE, KNCN, KLOL, WKLS, WMMS, WCCC, WBLM, KMGN, KMET. **MEDIUMS:** WNEW, WROQ, WLIR, WOUR, KSJO, KBPI. **PREFERRED TRACKS:** Working.
SALES: *Good to moderate in all regions.*

40 **ALDO NOVA • PORTRAIT/CBS**
ADDS: None. **HOTS:** WGRO, WYSP, WSHE, WLVO, KSFX, WLIR, KNCN, WMMS, KEZY, WOUR, KMET. **MEDIUMS:** KROQ, WROQ, WYFE, KOME, WCOZ, KSHE, KLOL, WKLS, WBLM, KSJO, KBPI. **PREFERRED TRACKS:** Fantasy, Fooling.
SALES: *Good to moderate in all regions.*

22 **OZZY OSBOURNE • DIARY OF A MADMAN • JET/CBS**
ADDS: None. **HOTS:** WCOZ, KNCN, KLOL, WKLS, KMET, WYSP, WGRO. **MEDIUMS:** KSFX, KOME, WBLM, KSJO, WROQ. **PREFERRED TRACKS:** Mountain, Crowley.
SALES: *Good to moderate in all regions.*

4 MOST ADDED

— **GRAHAM PARKER • ANOTHER GREY AREA • ARISTA**
ADDS: WHFS, KNAC, KROQ, WNEW, WRNW, KEZY. **HOTS:** WNEW. **MEDIUMS:** KEZY. **PREFERRED TRACKS:** Temporary.
SALES: *Just shipped.*

1 MOST ACTIVE

LP Chart Position

7 **THE POLICE • GHOST IN THE MACHINE • A&M**
ADDS: None. **HOTS:** WHFS, KNAC, KROQ, WNEW, KOME, KSHE, KLOL, WKLS, WMMS, KEZY, WCCC, WOUR, WRNW, KSJO, KBPI, KMGN, KMET. **MEDIUMS:** WKDF, WROQ, WCOZ, WBLM. **PREFERRED TRACKS:** Spirits, Every, Secret.
SALES: *Good to moderate in all regions.*

63 **PRISM • SMALL CHANGE • CAPITOL**
ADDS: None. **HOTS:** WGRO, WYSP, WNEW, WSHE, WROQ, WLVO, KSFX, KSHE, KNCN, WMMS, KEZY, WOUR, KMGN, KMET. **MEDIUMS:** WYFE, KOME, WCOZ, WLIR, KLOL, WBLM, KBPI. **PREFERRED TRACKS:** Don't Let.
SALES: *Weak in West; fair in others.*

18 **QUARTERFLASH • GEFFEN**
ADDS: None. **HOTS:** WGRO, WYFE, KNCN, WKLS, KEZY, KMGN, WNEW, WKDF. **MEDIUMS:** KOME, KLOL, WMMS, WRNW, WBLM, KNX, KEMT. **PREFERRED TRACKS:** Fool, Harden.
SALES: *Good to moderate in all regions; weakest in South.*

34 **BONNIE RAITT • GREEN LIGHT • WARNER BROS.**
ADDS: None. **HOTS:** KZAM, KEZY, WRNW, KNX, KBPI, WHFS. **MEDIUMS:** WLIR, KNCN, WOUR, WBLM, KMET, WNEW, KROQ, WKDF. **PREFERRED TRACKS:** Open.
SALES: *Moderate to fair in all regions.*

54 **SCORPIONS • BLACKOUT • MERCURY/POLYGRAM**
ADDS: WGRO, WROQ, WCCC, WLIR. **HOTS:** KLOL, WMMS, WBLM, KSJO. **MEDIUMS:** KSFX, WCOZ, WLIR, KSHE, KBPI, KMET, WLVO, WYSP. **PREFERRED TRACKS:** Title.
SALES: *Good to moderate in all regions.*

65 **THE SECRET POLICEMAN'S OTHER BALL • VARIOUS • ISLAND**
ADDS: None. **HOTS:** WLIR, KEZY, WRNW, WNEW, KROQ, WHFS. **MEDIUMS:** KSHE, WMMS, WCCC, WOUR, KMET, WSHE. **PREFERRED TRACKS:** Roxanne, Crossroad, Message, Mondays.
SALES: *Moderate in all regions.*

50 **SOFT CELL • NON-STOP EROTIC CABARET • SIRE**
ADDS: None. **HOTS:** WMMS, KSJO, WSHE, KROQ, WYSP, KNAC, WHFS. **MEDIUMS:** KSFX, WCOZ, KLOL, KEZY, WBLM, KMET, WNEW. **PREFERRED TRACKS:** Tainted, Dwarf.
SALES: *Fair in all regions; strongest in East.*

14 **RICK SPRINGFIELD • SUCCESS HASN'T SPOILED ME YET • RCA**
ADDS: WKDF, WSHE. **HOTS:** WGRO, WYSP, WROQ, WYFE, KZAM, WLIR, KNCN, KEZY, WCCC, WRNW, WBLM, KBPI. **MEDIUMS:** KSFX, KOME, WCOZ, KSJO, KMGN, WLVO. **PREFERRED TRACKS:** Strangers, Calling Excited.
SALES: *Good in all regions.*

189 **THIN LIZZY • RENEGADE • WARNER BROS.**
ADDS: WKLS. **HOTS:** KSFX, KNCN, WYSP. **MEDIUMS:** WYFE, KLOL, WMMS, WRNW, WLVO, WROQ, WSHE, WNEW, WGRO. **PREFERRED TRACKS:** Hollywood.
SALES: *Fair in West and South; weak in others.*

81 **TOMMY TUTONE • TUTONE 2 • COLUMBIA**
ADDS: None. **HOTS:** WGRO, KNAC, WYSP, WNEW, WSHE, WROQ, WLVO, WYFE, KOME, WLIR, WKLS, WMMS, WOUR, WBLM, KBPI. **MEDIUMS:** KROQ, KMET, KSFX, KZAM, WCOZ, KLOL, WCCC, KSJO, KMGN. **PREFERRED TRACKS:** Jenny, Man, Shadow.
SALES: *Moderate to fair in all regions; strongest in West.*

101 **DWIGHT TWILLEY • SCUBA DIVERS • EMI AMERICA**
ADDS: None. **HOTS:** WLIR, WOUR. **MEDIUMS:** WGRO, WKDF, KNAC, WYSP, KROQ, WNEW, KSFX, WYFE, WCOZ, KSHE, KLOL, WMMS, WRNW, KSJO, KBPI, KMGN, KMET, WLVO, WSHE. **PREFERRED TRACKS:** Somebody, Crying, I'm Back, Magic.
SALES: *Moderate in all regions.*

Second Quarter Country LP Releases Feature Top Stars

by Tom Roland

NASHVILLE — Plenty of new country product should make it to the retail level during the second quarter of 1982, as the major labels in Nashville anticipate a heavy release schedule overall that includes product from the likes of Hank Williams, Jr., Conway Twitty, Ronnie Milsap, the Statler Brothers, Juice Newton, Don Williams, Barbara Mandrell, Mickey Gilley, Rosanne Cash and Merle Haggard & Willie Nelson.

Reaction to the current trends in sales varied among label representatives from the optimism expressed by MCA's Chic Doherty and Stan Byrd of Warner Bros. to a more cautious attitude adopted by RCA vice-president of marketing Joe Galante. Said Galante: "I think the entire business environment is not lending itself to a positive attitude on the consumers' side, so we're cautiously optimistic. I don't look for any lines at the record stores to buy our music right away."

The largest flow of product scheduled includes a dozen titles from the CBS-affiliated labels, according to Roy Wunsch, vice president of marketing for CBS Nashville. Projects expected include albums by Moe Bandy, Rosanne Cash, Lacy J. Dalton, Mickey Gilley, Charly McClain, Ronnie McDowell and Tammy Wynette.

Also expected are two surprising duet albums: a project by Merle Haggard and Willie Nelson and a bluegrass-influenced collaboration between Earl Scruggs and Tom T. Hall. Wunsch felt the latter effort "may be the ticket for the second quarter of this year as far as something busting out."

Columbia and Epic will additionally have a trio of albums from developing artists, releasing the debut by Calamity Jane, as well as the latest from Billy Joe Shaver and Billy Swan.

RCA will release nine 12" packages during the second quarter, although some of its biggest sales for the quarter may come from product that was released in the latter part of March, that being the current LPs by Dolly Parton and Charley Pride. Second quarter releases for the label include Ronnie Milsap, Leon Everette, Sylvia, Steve Wariner, Jerry Reed, Ray Stevens and the Osborne Brothers. Retailers and distributors can expect the collective effort of Gary Stewart and Dean Dillon, plus an RCA country anthology.

Elektra/Asylum will add eight additional titles under its marketing campaign, "You Don't Have To Be A Cowboy To Love Country Music," to the second period offerings, according to Ewell Roussell, general manager of the label's Nashville division. The label's schedule includes product from Hank Williams, Jr., the Bellamy Brothers, Eddy Raven, Tompall and the Glaser Brothers and Mel Tillis. Other offerings in-

(continued on page 46)

Opryland Schedules Park Concert Series

NASHVILLE — Opryland, U.S.A. has scheduled a series of concerts for its 11th season featuring a diverse line-up of talent, including Conway Twitty, Ray Stevens, rock unit Quarterflash and gospel's Rex Nelon Singers.

Officials for the park hope that the series will attract a varied audience since much of the facility's attendance is comprised of tourists. Last year, Opryland set an attendance record with some 2.25 million visitors passing through the gates.

Twitty is set to appear April 25 at the Theater by the Lake for two shows, while Stevens will give a pair of performances May 7. Reba McEntire and Ricky Skaggs have been scheduled to appear for two shows apiece May 14 on different stages, and, one week later, Quarterflash and local band the Piggys will duplicate the fete.

Schedule Of Shows

The Opryland Gospel Jubilee has been scheduled for the Memorial Day weekend, May 28-30, and a 1950s rock 'n' roll revival is set for the Labor Day weekend, Sept. 5-6. The Gospel Jubilee will include the Rex Nelon Singers, the Hemphills, Wendy Bagwell and the Sunliters, the Cathedrals, Amy Fletcher, Opryland's Cumberland Boys, the Masters V, the Hinsons, the Chuck Wagon Gang, the Kingsmen, the Blackwood Brothers and the Scenicland Boys.

In addition, park officals have added the Tennessee River Boys, a three-piece country/rock outfit, and a bluegrass band to the regular line-up of musical shows. All concerts and festivals will be covered by the regular admission price. Opryland opens March 27.

Cannery Show To Benefit NARAS

NASHVILLE — A Southern Writers Group USA showcase has been set for the Cannery Monday, April 5, with proceeds from the five dollars admission charge to benefit the Nashville chapter or NARAS.

Some of the performers scheduled to appear include Dickey Lee, Freddy Weller, Steve Gibb,Kent Robbins, Aaron Wilburn, Hunter Moore and Tammy Cason.

OAKS WORK FOR CHILDREN *— The Oak Ridge Boys recently completed a series of 30- and 60-second public service announcements as part of the group's Stars For Children campaign for the prevention of child abuse. The song featured in the segments, "Be A Star For The Children," was penned by Jimbeau Hinson and Michael Foster. Pictured are (l-r): Richard Sterban and Duane Allen of the group; Hinson; Foster; Joe Bonsall of the group; Kathy McClintock, associate producer; William Lee Golden of the group; and Paul Jackson, associate producer.*

NARAS WELCOMES EXIT/IN *— The Nashville chapter of NARAS recently hosted a benefit with David Frizzell and Shelly West performing two shows. The event also marked the long-awaited grand re-opening of the Exit/In. Pictured after the performance (l-r) are: John Sturdivant, former president, NARAS Nashville; Frizzell; Frank Jones, director of operations, Warner Bros. Nashville; West; Joe Moscheo, president, NARAS Nashville; and Jack Brumley, manager for Frizzell and West.*

CBS Debuts Historic Artists Label

NASHVILLE — CBS Records/Nashville will debut a new label, the Columbia Historic Edition, in late March to present special repackage issues of material by country music pioneers.

At the outset, a six-album collection compiled from the CBS Archives and Nashville's Country Music Foundation by Michael Brooks and Bob Pinson, will be released featuring Gene Autry, the Sons of the Pioneers, Bob Wills, Spade Cooley, Lefty Frizzell and Lester Flatt and Earl Scruggs.

Not only will CBS attempt to market the series through traditional retail outlets, but the label will also engage in a mail-order campaign through its distribution center in Terre Haute, Ind. The mail-order push will be waged through five magazines: *True West*, a western history publication; *Goldmine* and *Mean Mountain Music*, record collectors' tabloids; *Country Rhythms*, a country consumer-oriented magazine; and *Mother Earth News*. All advertisements have been coded so that the effectiveness within each magazine can be monitored.

"One of the reasons why I feel that there's an opportunity for this series is that there is interest in vintage music," said Jim Carlson, Columbia product manager at CBS/Nashville, "as evidenced by the entry of Time-Life and the Smithsonian Institute. And it's not just happening in country. Epic Records has recently released two double-pocket rockabilly sets, as well as the Okeh series that includes jazz, blues, soul, western swing and R&B."

"Columbia Records has always been a leader in whatever music was currently happening in the marketplace," added Roy Wunsch, vice president of marketing for CBS/Nashville, "but we are also a company that feels an obligation to the musical heritage upon which we were founded."

Each of the first six releases will include at least one cut that was previously unreleased, with the Sons of the Pioneers collection containing six unreleased selections.

New Company Offers Unique Lounge Service

NASHVILLE — The Entertainment Connection, a Topeka -based company, has created an innovative service placing live entertainers in the hotel/motel lounge circuit, guaranteeing work for developing artists and assuring hospitality managers the proper form of entertainment within budget limitations.

Lee R. Barnett and Dr. Jim Haines have organized the service with the aid of manager Ken Kragen of Kragen & Co., who organized an advisory committee for the project, and Robert Brock and Sam Polack of the Brock Hotel Corp. Citing the diminishing interest of the general public in the lounge circuit, Barnett and Haines offer a service which will analyze the particular entertainment needs of contracting hotels to determine what brand of music is most suitable for the venue's prospective clientele. The Entertainment Connection will then consistently provide the club's entertainers while handling all performer paychecks, benefits and vacation time, functioning as an intermediary between the lounge and the artist.

The service should free lounge management to concentrate its efforts in areas other than booking, and the procurement of appropriate quality performers should also increase the outlet's bar sales.

In addition, the firm expects to help develop many of the acts it represents. As an initial step, the company is compiling video tapes featuring well-known personalities who offer tips on performing techniques and business ethics to the budding artists.

Williams Memorial Set For June 6

NASHVILLE — The ninth annual Hank Williams Memorial Celebration has been set for Sunday, June 6, at the Hank Williams Memorial Park in the Mt. Olive West, Ala., 60 miles south of Montgomery.

As in previous years, the Hank Williams Memorial Assn., a non-profit organization seeking to preserve the heritage and legacy surrounding the fabled performer, will sponsor the event which features both national and local talent.

Artists wishing to appear should call Ron Taylor at (205) 469-5075. Other inquiries should be directed to Edna Liller at Route 1, Box 33, Brantley, Ala. 36009 or by phoning (205) 527-3119.

RCA Spring Program Spotlights 16 Albums

NASHVILLE — RCA Records' Nashville division has enacted a spring marketing program entitled "Country Music: The Great American Story," offering customer benefits on 16 country albums from March through April 23.

Releases covered in the progrma include the latest projects from Razzy Bailey, Alabama, Eddy Arnold, Waylon Jennings, Louise Mandrell and RC Bannon, Dolly Parton, Charley Pride, Jerry Reed, Ray Stevens and Gary Stewart and Dean Dillon. Other albums involved in the program ar Milsap's "There's No Gettin' Over Me" an "Greatest Hits" albums, plus furthe greatest hits compilations by Jennings Pride and Jim Reeves and Patsy Cline.

"The Great American Story" features pre-packed point of purchase aids, including two different theme posters and 1x1s and 2x2s of each artist.

COUNTRY

TOP 75 ALBUMS

		3/27	Weeks On Chart
1	**BOBBIE SUE** OAK RIDGE BOYS (MCA 5294)	1	7
2	**FINALLY!** T.G. SHEPPARD (Warner/Curb BSK 3600)	2	10
3	**BLACK ON BLACK** WAYLON JENNINGS (RCA AHL 1-4247)	7	5
4	**BIG CITY** MERLE HAGGARD (Epic FE 37593)	6	22
5	**MOUNTAIN MUSIC** ALABAMA (RCA AHL1-4229)	12	4
6	**FEELS SO RIGHT** ALABAMA (RCA AHL 1-3930)	4	54
7	**STILL THE SAME OLE ME** GEORGE JONES (Epic FE-37106)	3	18
8	**WILLIE NELSON'S GREATEST HITS (AND SOME THAT WILL BE)** WILLIE NELSON (Columbia KC2 37542)	5	28
9	**SOUTHERN COMFORT** CONWAY TWITTY (Elektra E1-60005)	9	10
10	**FANCY FREE** OAK RIDGE BOYS (MCA-5209)	10	43
11	**CIMARRON** EMMYLOU HARRIS (Warner Bros. BSK 3603)	11	15
12	**THE PRESSURE IS ON** HANK WILLIAMS, JR. (Elektra/Curb 5E-535)	15	30
13	**SHARE YOUR LOVE** KENNY ROGERS (Liberty LOO-1108)	14	48
14	**FEELIN' RIGHT** RAZZY BAILEY (RCA AHL1-4228)	16	7
15	**MY HOME'S IN ALABAMA** ALABAMA (RCA AHL 1-3644)	19	91
16	**ALWAYS ON MY MIND** WILLIE NELSON (Columbia FC 37951)	18	3
17	**BET YOUR HEART ON ME** JOHNNY LEE (Full Moon/Asylum 5E-541)	17	24
18	**JUICE** JUICE NEWTON (Capitol ST 12136)	13	55
19	**STEP BY STEP** EDDIE RABBITT (Elektra 5E-532)	20	32
20	**WAITIN' FOR THE SUN TO SHINE** RICKY SKAGGS (Epic FE 37193)	23	16
21	**ME AND MY R.C.** LOUISE MANDRELL and R.C. BANNON (RCA AHL 1-4059)	30	7
22	**GREATEST HITS** OAK RIDGE BOYS (MCA-5150)	22	33
23	**THE DAVID FRIZZELL AND SHELLY WEST ALBUM** (Warner Bros./Viva BSK 3643)	21	9
24	**HOLLYWOOD, TENNESSEE** CRYSTAL GAYLE (Columbia FC 37438)	8	28
25	**I AM WHAT I AM** GEORGE JONES (Epic FE 36586)	31	19
26	**STRAIT COUNTRY** GEORGE STRAIT (MCA-5248)	26	25
27	**KENNY ROGERS GREATEST HITS** KENNY ROGERS (Liberty LOO 1072)	27	75
28	**THERE'S NO GETTIN' OVER ME** RONNIE MILSAP (RCA AHL 1-4060)	24	31
29	**LIVE** BARBARA MANDRELL (MCA-5243)	29	31
30	**GREATEST HITS** JIM REEVES & PATSY CLINE (RCA AHL1-4127)	33	18
31	**ESPECIALLY FOR YOU** DON WILLIAMS (MCA-5210)	25	37
32	**SEVEN YEAR ACHE** ROSANNE CASH (Columbia JC-36965)	28	54
33	**SURROUND ME WITH LOVE** CHARLY McCLAIN (Epic FE-37108)	34	45
34	**WHEN A MAN LOVES A WOMAN** JACK GRAYSON (Koala KOA 15751)	35	3
35	**NOT GUILTY** LARRY GATLIN & THE GATLIN BROTHERS BAND (Columbia FC 37464)	36	25
36	**GREATEST HITS** RONNIE MILSAP (RCA AHL 1-3722)	37	72
37	**DESPERATE DREAMS** EDDY RAVEN (Elektra 5E-545)	32	22
38	**GREATEST HITS** CHARLEY PRIDE (RCA AHL 1-4151)	41	23
39	**KEEP ON DANCIN' (COUNTRY STYLE SWING) VOL 1** NASHVILLE RHYTHM SECTION (Koala KOA 15001)	42	20
40	**YOU DON'T KNOW ME** MICKEY GILLEY (Epic FE-37416)	40	41
41	**GREATEST HITS** WAYLON JENNINGS (RCA AHL 1-3378)	57	153
42	**GIVIN' HERSELF AWAY** GAIL DAVIES (Warner Bros. BSK 3636)	58	4
43	**THE DUKES OF HAZZARD** VARIOUS ARTISTS (Scotti Bros./CBS E237712)	—	1
44	**I LIE** LORETTA LYNN (MCA 5293)	44	6
45	**WINDOWS** THE CHARLIE DANIELS BAND (Epic FE 37694)	—	1
46	**GREATEST HITS** ANNE MURRAY (Capitol SO-12110)	39	78
47	**FIRE & SMOKE** EARL THOMAS CONLEY (RCA AHL 1-4135)	43	17
48	**SLEEPING WITH YOUR MEMORY** JANIE FRICKE (Columbia FC 37535)	48	9
49	**HONEYSUCKLE ROSE** ORIGINAL SOUNDTRACK (Columbia S2 36752)	49	5
50	**KIERAN KANE** (Elektra E1-60004)	50	4
51	**SEASONS OF THE HEART** JOHN DENVER (RCA AFL1-4256)	55	2
52	**STARDUST** WILLIE NELSON (Columbia JC 35305)	52	192
53	**MR. T** CONWAY TWITTY (MCA-5204)	45	29
54	**I AIN'T HONKY TONKIN' NO MORE** JOE SUN (Elektra E1-10010)	54	2
55	**LOVIN' HER WAS EASIER** TOMPALL & THE GLASER BROTHERS (Elektra 5E-542)	46	24
56	**LIVE** TANYA TUCKER (MCA 5299)	—	1
57	**AMAZING GRACE** CRISTY LANE (Liberty/LS LT-51117)	—	1
58	**WITH LOVE** JOHN CONLEE (MCA-5213)	38	36
59	**ROWDY** HANK WILLIAMS, JR. (Elektra/Curb 6E-330)	59	55
60	**URBAN CHIPMUNK** THE CHIPMUNKS (RCA AFL-1-4027)	53	41
61	**FRAGILE — HANDLE WITH CARE** CRISTY LANE (Liberty LT-51112)	61	24
62	**ONE TO ONE** ED BRUCE (MCA-5188)	47	17
63	**HORIZON** EDDIE RABBITT (Elektra 6E-276)	63	29
64	**WHERE DO YOU GO WHEN YOU DREAM** ANNE MURRAY (Capitol SOO-12144)	60	11
65	**RODEO ROMEO** MOE BANDY (Columbia FC 37568)	65	19
66	**YEARS AGO** STATLER BROTHERS (Mercury/PolyGram SRM-1-6002)	70	28
67	**RODNEY CROWELL** (Warner Bros. BSK 3587)	67	25
68	**THE VERY BEST OF MEL TILLIS** MEL TILLIS (MCA-3274)	64	19
69	**KING OF THE ROAD** BOXCAR WILLIE (Main Street SN73000)	69	18
70	**MIDNIGHT CRAZY** MAC DAVIS (Casablanca/PolyGram NBLP 7257)	66	24
71	**TAKIN' IT EASY** LACY J. DALTON (Columbia FC 37327)	74	35
72	**ASK ANY WOMAN** CON HUNLEY (Warner Bros. BSK 3617)	72	17
73	**I JUST CAME HOME TO COUNT THE MEMORIES** JOHN ANDERSON (Warner Bros. BSK 3599)	56	20
74	**HEART TO HEART** REBA McENTIRE (Mercury/PolyGram SRM-1-6003)	51	16
75	**I LOVED 'EM ALL** T.G. SHEPPARD (Warner/Curb BSK-3528)	75	12

CHARLEY SINGS
Everybody's Choice

The New Album Featuring
His Newest Single

"I DON'T THINK SHE'S IN LOVE ANYMORE" PB 13096

Hot on the heels of the #1 hit

"MOUNTAIN OF LOVE"

Also includes:
YOU'RE SO GOOD WHEN YOU'RE BAD
I SEE THE DEVIL IN YOUR DEEP BLUE EYES

RCA

CASH BOX TOP 100 COUNTRY

April 3, 1982

			3/27	Weeks On Chart
1	BIG CITY	MERLE HAGGARD (Epic 14-02686)	3	12
2	BOBBIE SUE	OAK RIDGE BOYS (MCA-51231)	1	11
3	THE CLOWN	CONWAY TWITTY (Elektra E-47302)	4	10
4	ANOTHER SLEEPLESS NIGHT	ANNE MURRAY (Capitol P-A-5083)	6	12
5	SAME OLE ME	GEORGE JONES (Epic 14-02696)	7	9
6	TENNESSEE ROSE	EMMYLOU HARRIS (Warner Bros. WBS 49892)	8	12
7	THROUGH THE YEARS	KENNY ROGERS (Liberty P-A-1444)	9	10
8	A COUNTRY BOY CAN SURVIVE	HANK WILLIAMS, JR. (Elektra/Curb E-47257)	11	11
9	BE THERE FOR ME BABY	JOHNNY LEE (Full Moon/Asylum E-47301)	10	11
10	CRYING MY HEART OUT OVER YOU	RICKY SKAGGS (Epic 14-02692)	12	11
11	I LIE	LORETTA LYNN (MCA-51226)	13	11
12	IF YOU'RE THINKING YOU WANT A STRANGER (THERE'S ONE COMING HOME)	GEORGE STRAIT (MCA-51228)	15	10
13	SWEET YESTERDAY	SYLVIA (RCA PB-13020)	14	12
14	ANOTHER HONKY-TONK NIGHT ON BROADWAY	DAVID FRIZZELL & SHELLY WEST (Warner Bros./Viva WBS 50007)	17	9
15	MOUNTAIN MUSIC	ALABAMA (RCA-PB-13019)	18	5
16	SHE LEFT LOVE ALL OVER ME	RAZZY BAILEY (RCA PB-13007)	2	15
17	IN LIKE WITH EACH OTHER	LARRY GATLIN & THE GATLIN BROTHERS BAND (Columbia 18-02698)	19	9
18	SINGLE WOMEN	DOLLY PARTON (RCA PB-13057)	20	6
19	BUSTED	JOHN CONLEE (MCA-52008)	22	7
20	AFTER THE LOVE SLIPS AWAY	EARL THOMAS CONLEY (RCA PB-13053)	21	7
21	NEW CUT ROAD	BOBBY BARE (Columbia 18-02690)	23	11
22	'ROUND THE CLOCK LOVIN'	GAIL DAVIES (Warner Bros. WBS 50004)	24	8
23	YOU NEVER GAVE UP ON ME	CRYSTAL GAYLE (Columbia 18-02718)	25	7
24	DON'T LOOK BACK	GARY MORRIS (Warner Bros. WBS 50017)	26	6
25	ALWAYS ON MY MIND	WILLIE NELSON (Columbia 18-02741)	29	5
26	A LITTLE BIT CRAZY	EDDY RAVEN (Elektra E-47413)	27	7
27	IT'LL BE HER	TOMPALL & THE GLASERS (Elektra E-47405)	28	8
28	YOU'RE NOT EASY TO FORGET	DOTTIE WEST (Liberty P-B-1451)	30	7
S	SPEAK SOFTLY (YOU'RE TALKING TO MY HEART)	GENE WATSON (MCA-52009)	32	6
30	NATURAL LOVE	PETULA CLARK (Scotti Bros. ZS5 02676)	31	9
31	SOMEDAY SOON	MOE BANDY (Columbia 18-02735)	33	6
S	JUST TO SATISFY YOU	WAYLON & WILLIE (RCA PB-13073)	37	4
33	KANSAS CITY LIGHTS	STEVE WARINER (RCA PB-13072)	35	5
34	VICTIM OR FOOL	RODNEY CROWELL (Warner Bros. WBS 50008)	34	9
35	YOU'LL BE BACK (EVERY NIGHT IN MY DREAMS)	THE STATLER BROS. (Mercury 76142)	38	4
36	TEARS OF THE LONELY	MICKEY GILLEY (Epic 14-02774)	40	3
37	I FEEL IT WITH YOU	KIERAN KANE (Elektra E-47415)	42	5
38	(YOU SURE KNOW YOUR WAY) AROUND MY HEART	LOUISE MANDRELL (RCA-PB-13039)	41	8
39	DON'T COME KNOCKIN'	CINDY HURT (Churchill CR 94000)	39	10
40	IT'S A LONG WAY TO DAYTONA	MEL TILLIS (Elektra E-47412)	43	6
41	I'VE JUST SEEN A FACE	CALAMITY JANE (Columbia 18-02715)	44	6
42	THE VERY BEST IS YOU	CHARLY McCLAIN (Epic 14-02656)	5	15
43	TRAVELIN' MAN	JACK WARD (Asylum E-47424)	50	4
44	TAKE ME TO THE COUNTRY	MEL McDANIEL (Capitol P-B-5095)	54	3
45	FOR ALL THE WRONG REASONS	THE BELLAMY BROS. ((Elektra/Curb E-47431)	55	2
46	I'M GOIN' HURTIN'	JOE STAMPLEY (Epic 14-02791)	57	3
47	AND THEN SOME	BOBBY SMITH (Liberty P-B-1452)	47	7
48	LUCY AND THE STRANGER	BOBBY GOLDSBORO (Curb ZS5 02726)	48	7
49	LOVE TAKE IT EASY ON ME	LA COSTA TUCKER (Elektra E-47414)	51	6
50	HOLED UP IN SOME HONKY TONK	JOE SUN (Elektra E-47417)	53	4
51	ANOTHER CHANCE	TAMMY WYNETTE (Epic 14-02770)	63	2
52	FINALLY	T.G. SHEPPARD (Warner/Curb WBS 50041)	—	1
53	JUST GIVE ME WHAT YOU THINK IS FAIR	LEON EVERETTE (RCA PB-13079)	64	2
54	RING ON HER FINGER, TIME ON HER HANDS	LEE GREENWOOD (MCA-52026)	68	2
55	BLUE MOON WITH HEARTACHE	ROSANNE CASH (Columbia 18-02659)	16	15
56	LAST OF THE SILVER SCREEN COWBOYS	REX ALLEN, JR. (Warner Bros. WBS 50035)	66	2
57	LOVE IS	ALLEN TRIPP (Nashville Records NR 1001)	60	6
58	KEY LARGO	BERTIE HIGGINS (Kat Family WS9 02524)	61	4
59	BAD NEWS	BOXCAR WILLIE (Main Street B951)	62	4
60	DIAMOND IN THE ROUGH	KAREN TAYLOR (Mesa M1111)	70	5
61	I NEVER KNEW THE DEVIL'S EYES WERE BLUE	TERRY GREGORY (Handshake WS9 02736)	72	4
62	THE TWO-STEP IS EASY	MICHAEL MURPHEY (Liberty P-B-1455)	73	3
63	IN LOVE WITH LOVING YOU	KEITH STEGALL (EMI America P-B-8107)	65	5
64	IF YOU'RE WAITING ON ME (YOU'RE BACKING UP)	THE KENDALLS (Mercury/PolyGram 76131)	36	16
65	IF I COULD SEE YOU TONIGHT	KIPPI BRANNON (MCA-52023)	80	2
66	I HAD IT ALL	FRED KNOBLOCK (Scotti Bros. ZS 02752)	69	3
67	FORTY AND FADIN'	RAY PRICE (Dimension DS-1031)	86	2
68	TOOK IT LIKE A MAN CRIED LIKE A BABY	CEDAR CREEK (Moon Shine MS 3003)	45	10
69	MIS'RY RIVER	TERRI GIBBS (MCA-51225)	46	14
70	MOUNTAIN OF LOVE	CHARLEY PRIDE (RCA PB-13024)	49	14
71	MOANIN' THE BLUES	KENNY DALE (Funderburg F 5001)	71	7
72	DO ME WITH LOVE	JANIE FRICKE (Columbia 18-02644)	52	16
73	PAIN IN MY PAST	THE ROVERS (Cleveland Int'l. 14-02728)	74	5
74	FROM LEVIS TO CALVIN KLEIN JEANS	BRENDA LEE (MCA-51230)	56	10
75	I DON'T KNOW WHERE TO START	EDDIE RABBITT (Elektra E-47435)	—	1
76	WHEN YOU FIND HER, KEEP HER	THE WRIGHT BROTHERS (Warner Bros. WBS 50033)	—	1
77	THE FLAME	RITA REMINGTON (Plantation PL 207)	82	4
78	BROTHERLY LOVE	GARY STEWART & DEAN DILLON (RCA PB-13049)	—	1
79	SOLITARY LOVER	MICHAEL COULTAS & QUICK CHANGE (Stargem SG 2126)	81	3
80	MY LOVE BELONGS TO YOU	RONNIE ROGERS (Lifesong LS-45095)	95	2
81	SOMEBODY BUY THIS COWGIRL A BEER	TANYA TUCKER (MCA 52017)	85	4
82	EVEN IF IT'S WRONG	JIMMI CANNON (Warner Bros. WBS 50024)	87	3
83	LYING MYSELF TO SLEEP	NOEL (Deep South A.G. 681)	—	1
84	ONE BY ONE	KAREN (Koala KOS-344)	—	1
85	REACH FOR THE LOVE	BUFFALO & BRANDY (KM2003)	—	1
86	THE ARMS OF A STRANGER	TENNESSEE EXPRESS (RCA PB-13078)	91	2
87	I'VE GOT A BAD CASE OF YOU	MARIE OSMOND (Elektra E-47430)	92	2
88	I'LL MISS YOU	STELLA PARTON (TownHouse P-B-1056)	88	4
89	MADE IN THE U.S.A.	THE FOUR GUYS (J&B JB 1001)	89	4
90	COME LOOKING FOR ME	LOBO (Lobo IV)	96	2
91	SWINDLER OF FEELINGS	BRU HAU & THE SAWMILL CREEK BAND (Cowboy JM 7850)	—	1
92	WEAKER THAN I'VE EVER BEEN	RONNIE RENO (King J KJ 0001)	93	2
93	A THING OR TWO ON MY MIND	GENE KENNEDY & KAREN JEGLUM (Door Knob DK 82-173)	97	2
94	HERE YOU COME (AND THERE I GO)	DON BEHRMAN (Deep South DS 1001)	94	2
95	DIG A LITTLE DEEPER	JIM STORIE (LS 190)	—	1
96	I'D LOVE YOU TO WANT ME	NARVEL FELTS (Lobo 111)	58	8
97	YOU'RE THE BEST BREAK THIS OLD HEART EVER HAD	ED BRUCE (MCA-51210)	59	18
98	THERE GOES MY EVERYTHING	ELVIS PRESLEY (RCA PB-13058)	67	6
99	DIVORCEE	DON HAYES (Adamas AD-101)	83	7
100	I'LL BE ALRIGHT	TOMMY PIERSOL (RCI R2358)	84	3

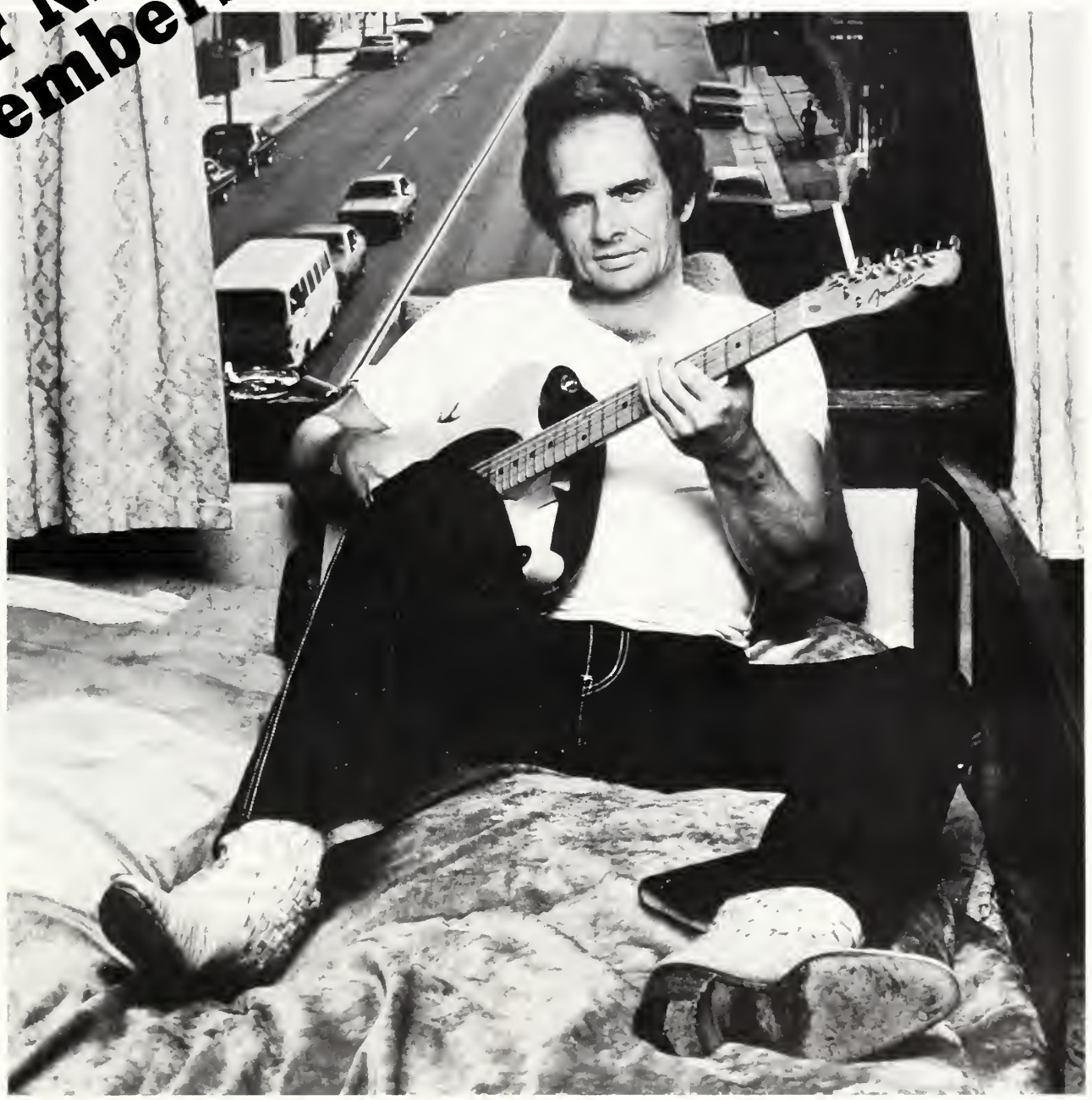
ALPHABETICAL TOP 100 COUNTRY SINGLES (INCLUDING PUBLISHERS AND LICENSEES)

A Country Boy (Bocephus — BMI) . . . 8
A Little Bit Crazy (Milene — ASCAP) . . . 26
A Thing Or Two (Door Knob — BMI) . . . 93
After The Love (Blue Moon (adm. by April) Easy Listening — ASCAP) . . . 20
Always On (Screen Gems-EMI/Rose Bridge — BMI) 25
And Then Some (House of Gold/Chinnichap adm. in U.S. by Cannada By Careers — BMI) . . . 47
Another Chance (First Lady/Sylvia's Mother — BMI) 51
Another Honky-Tonk (Peso/Wallet — BMI) . . . 14
Another Sleepless Night (Chappell — ASCAP) . . . 4
Bad News (Acuff Rose — BMI) . . . 59
Be There (Chappell/Intersong — ASCAP) . . . 9
Big City (Shade Tree — BMI) . . . 1
Blue Moon (Hotwire/Atlantic — BMI) . . . 55
Bobbie Sue (House of Gold — BMI/ Bobby Goldsboro — ASCAP) . . . 2
Brotherly Love (Forrest Hills/Tree — BMI) . . . 78
Busted (Tree — BMI) . . . 19
Come Looking For Me (Boo Music — ASCAP) . . . 90
Crying My Heart (Cedarwood — BMI) . . . 10
Diamond In The Rough (Bil-Kar — SESAC) . . . 60
Dig A Little Deeper (Tyro — BMI) . . . 95
Divorcee (Chappell — ASCAP) . . . 99
Do Me With (Jack & Bill c/o Welk Music — ASCAP) 72
Don't Come Knockin' (Cedarwood — BMI) . . . 39
Don't Look Back (Gary Morris/WB Music — ASCAP/Warner-Tamerlane — BMI) . . . 24
Even If It's Wrong (Steel City — BMI) . . . 82
Finally (Meadowgreen — ASCAP) . . . 52
For All The Wrong Reasons (Bellamy Bros./Famous — ASCAP) . . . 45
Forty And Fadin' (Millstone — ASCAP/Chevis — BMI) . . . 67
From Levis To (Tree — BMI/Cross Keys — ASCAP) 74
Here I Come (Strawberry Hill — ASCAP) . . . 94
Holed Up In (Tree — BMI/Golden Opportunity — SESAC/G.I.D. — ASCAP) . . . 50
I Don't Know (Briarpatch/DebDave — BMI) . . . 75
I Feel It (Cross Keys/Liltom — ASCAP) . . . 37
I Had It All (Flowering Stone — ASCAP/Legendsongs — BMI) . . . 66
I Lie (Coal Miners — BMI) . . . 11
I Never Knew (Easy Listening — ASCAP/Galleon — ASCAP) . . . 61
I'd Love You (Famous — ASCAP) . . . 96
If I Could (Jeffrey's Rainbow — BMI) . . . 65
If You're Thinking (Jack and Bill/Welk ASCAP) . . . 12
If You're (Hall-Clement c/o Welk Music — BMI) . . . 64
I'll Be Alright (Mountain Creek — SESAC) . . . 100
I'll Miss You (My Mama's — BMI) . . . 88
I'm Goin' Hurtin' (Baray/Mullet — BMI) . . . 46
In Like With Each Other (Larry Gatlin — BMI) . . . 17
In Love With (April/Blackwood — ASCAP/BMI) . . . 63
It'll Be Her (Baron/Hat Band — BMI) . . . 27
It's A Long Way (Mel Tillis — BMI) . . . 40
I've Got A Bad (Rick Hall — ASCAP) . . . 87
I've Just Seen (Maclen — BMI) . . . 41
Just Give Me What (Peso — BMI) . . . 53
Just To Satisfy (Irving — BMI/Parody — BMI) . . . 32
Kansas City Lights (Tom Collins — BMI) . . . 33
Key Largo (Jen-Lee — ASCAP/Chappell — ASCAP/Lowery — BMI) . . . 58
Last Of The Silver (Peso — BMi) . . . 56
Love Is (I.S.P.D. — ASCAP) . . . 57
Love Take It Easy (Combine — BMI) . . . 49
Lucy And The Stranger (House of Gold — BMI) . . . 48
Lying Myself To Sleep (Blue Lake/King Cole — BMI) 83
Made In The USA (Baby Chick/Vogue (Welk) — BMI) 89
Mis'ry River (Chiplin — ASCAP) . . . 69
Moanin The Blues (Publicare — ASCAP) . . . 71
Mountain Music (Maypop (Division of Wildcountry) — BMI) . . . 15
Mountain Of (Morris (adm. by Unichappell)—BMI) . 70
My Love Belongs (Sister John/Sugar Plum/New Keys — BMI) . . . 80
Natural Love (Flowering Stone — ASCAP/Holy Moley — BMI) . . . 30
New Cut Road (World Song — ASCAP) . . . 21
One By One (Jobete/Joyfully Sad/Wesley Earle — ASCAP) . . . 84
Pain In My Past (ATV/Screen Gems-EMI — BMI) . . 73
Reach For The Love (Stripling — BMI) . . . 85
Ring On Her Finger (Tree/Love Wheel — BMI) . . . 54
'Round The Clock' (Chappell — ASCAP/Tri-Chappell — SESAC) . . . 22
Same Ole Me (Silverline — BMI) . . . 5
She Left Love (House of Gold — BMI) . . . 16
Single Women (Least Loved/Velvet Apple — BMI) . 18
Solitary Lover (Newwriters — BMI) . . . 79
Somebody Buy (Pesco —BMI) . . . 81
Someday Soon (W.B. — ASCAP) . . . 31
Speak Softly (Booth and Watson — BMI) . . . 29
Sweet Yesterday (Tom Collins — BMI) . . . 13
Swindler Of Feelings (Up The Creek — ASCAP) . . . 91
Take Me To (Vogue/Partner/Bibo c/o Welk — BMI/ASCAP) . . . 44
Tears Of The (Bibo c/o Welk — ASCAP) . . . 36
Tennessee Rose (Warner-Tamerlane/Babbling Brooks — BMI/Drunk Monkey — ASCAP) . . . 6
The Arms Of A Stranger (Cross Keys — ASCAP) . . 86
The Clown (Mammoth Spring/Rose Bridge — BMI) 3
The Flame (Tree —BMI) . . . 77
The Two-Step (Timberwolf — BMI) . . . 62
The Very Best (Aoudad — ASCAP/Ibex — BMI) . . . 42
There Goes (Elvis Presley/Acuff-Rose/Husky — BMI) . . . 98
Through The Years (Peso/Swanee BRAVO! — BMI) 7
Took It Like (Chappell — ASCAP/Tri-Chappell — SESAC) . . . 68
Travelin' Man (4 Star — BMI) . . . 43
Victim Or Fool (Coolwell/Granite — ASCAP) . . . 34
Weaker Than I've (Shaddy Dell — BMI) . . . 92
When You Find Her (Tree/O'Lyric — BMI) . . . 76
You Never Gave (Michael O'Connor — BMI) . . . 23
You Sure Know (Bibo c/o Welk Group/Chappell Company — ASCAP) . . . 38
You'll Be Back (Bibo c/o Welk Group/Sunflower Country —ASCAP/BMI) . . . 35
You're Not Easy (ATV/Mann and Weil/Braintree/ Snow — BMI) . . . 28
You're The Best Break (Bibo/Vogue (Welk Music) — ASCAP/BMI) . . . 97

= Exceptionally heavy radio activity this week

S = Exceptionally heavy sales activity this week

Dear NARM Members



Thank you for the genuine support I've received from you in the past year –

MH

GIVE THE GIFT OF MUSIC

Epic RECORDS/NASHVILLE

"Epic," Epic are trademarks of CBS, Inc. © 1982, CBS, Inc.

THANKS COUNTRY RADIO!

"LYING MYSELF TO SLEEP"
(AG-681)

CASH BOX 83

NOEL

PUBLISHED BY:
BLUELAKE MUSIC,
KING COAL MUSIC

PRODUCED BY:
ALLEN CASH

WRITTEN BY:
MITCH JOHNSON
&
ROBERT JOHN JONES

PROMOTION BY:
KEITH STEWART
JOHNNY "K" KOVAL

DEEP SOUTH Records

DISTRIBUTED BY: MIKE SHEPHERD & ALBUM GLOBE

WHO IS J.D. SHUG?

S & L MUSIC
KNOWS

CALL—312-428-5173

COUNTRY COLUMN

IT'S A VIDEO WORLD — The Nashville Music Assn. (NMA) hosted its first Nashville Film/Video Producer's Showcase at Kingswood Film Studios on St. Patrick's Day. More than 200 industry execs witnessed the demonstration of Nashville's best video productions, sampling the final products of a dozen video houses in the Music City area. Thanks to the efforts of the NMA's film/video division, those in the know in Music City should be more than satisfied that Nashville can produce visual wares with quality equivalent to anything done on either coast. Film firms featured include Celebration Prods., Inc.; Julian Cole Prods.; Film House, Inc.; Fireside Prods.; Korine/Dunlap Prods.; Dyann Rivkin Prods.; Scene Three, Inc.; SMS Prods.; Spitler/Landrum; Thom 2 Prods., Inc.; Video South, Inc.; and Xanadu. According to **Dale Franklin-Cornelius**, who heads the MNA, the organization hopes to make a similar presentation to the local business community. Other upcoming NMA events include a fundraiser March 31 at the Cannery with **Pam Tillis**, the **Piggys** and **John Scott Sherrill**. The NMA is also working in conjunction with **WKDF-FM.** The WKDF "Street Hits" album, containing 10 cuts by unsigned local artists, goes on sale at the station's half-price fair April 4 (proceeds benefit the NMA) and a co-sponsored "One For The Sun" concert should be presented in late May.

JUSTIN TIME FOR HIGH NOTE COUNTRY WEAR — **Roy Clark** and **Hank Williams, Jr.** are the latest entries into the country world of fashion. Clark will open Roy Clark's Western Store at the Knoxville World's Fair May 1, offering such predictable ditties as belts and buckles, Justin Boots, and *Hee Haw* coveralls. Bocephus, meanwhile, will debut Hank's Montana Exchange, a facility connected with the Hank's Place nightspot in Paris, Tenn., in late March. While his latest album, "The Pressure Is On," is still selling well — nearing gold status according to Elektra/Asylum — his "High Note" follow-up can be expected in mid-April. With a Southern tour set to begin April Fool's Day, he should be demonstrating just how well a country boy can survive when he sets off for Alaska in May on a bear hunting expedition.

CONLEE NAMED AMBASSADOR — *John Conlee was named as the ambassador of tourism for his home state of Kentucky on St. Patrick's Day by Governor John Y. Brown. Brown and his wife, Phyllis George, TV personality, also celebrated their third wedding anniversary. Pictured at Lexington's Kentucky Horse park are (l-r): George, Conlee and Brown.*

REEDING WITH A GOLDEN THUMB — RCA's **Jerry Reed** is certainly getting a media blitz to support his forthcoming album, "The Man With The Golden Thumb." While in New York recently, Reed was covered by such stalwart music publications as *Golf Digest* and *Inside Sports*. On the serious side, Reed met with writers from each of the New York-based country magazines. In addition, he taped *Country Close-up*, a one-hour radio program hosted by **Glen Campbell** that can be heard in more than 200 markets. He also taped a **Dean Martin** NBC-TV special in California and made the March 24 edition of *Good Morning America*.

CMA IN SUPPORT OF ANTI-TAPING BILLS — The Country Music Assn. (CMA) is asking members to write their congressmen and members of the Senate and House Judiciary Committees urging them to support bills currently before each committee. The bills, S.A. 1333 (The Mathias Amendment) and H.R. 5705, place a royalty on blank audio and video tapes and equipment. To aid in the cause, which effects songwriters, publishers, artists and labels in particular, contact the CMA.

ALABAMA BULLISH ON A BEAR MARKET — **Alabama** was recently invited to the White House, where it provided the entertainment for a tribute to University of Alabama football coach **Paul "Bear" Bryant**, who became the winningest coach in college football history last season by registering his 350th career victory. The four-man band offered a special lyrically-altered version of "My Home's In Alabama" in honor of the Crimson Tide commandant. The group has also been bullish at the retail level. Each of the band's three albums is in the Top 15 on the **Cash Box** country album chart, with "Mountain Music" at #5 bullet, "Feels So Right" at #6, and "My Home's In Alabama" checking in at #15 bullet.

COUNTRY COMES HOME AGAIN — The second annual *Country Comes Home*, a two-hour special on the CBS television network, is slated for an April telecast. Among the featured performers are: **Roy Acuff**, **Alabama**, **Chet Atkins**, **Boxcar Willie**, **Rosie Carter**, **Johnny Cash**, **Earl Klugh**, **Kris Kristofferson**, **Loretta Lynn**, **Taffy McElroy**, **John McEuen**, **Anne Murray**, **Jimmy C. Newman**, the **Oak Ridge Boys**, **Billy Swan**, **Hank Thomas**, **Mel Tillis** and **Don Williams**.

WORLDWIDE PRIDE — **Charley Pride** left March 23 for a 19-day trek through New Zealand and Australia covering 15 cities overall Down Under. An unnamed marketing survey tabbed Pride as one of the Top 5 most-recognized entertainers around the globe. His 38th album, "Charley Sings Everybody's Choice," will be released Stateside the last week of March, while Pride makes his appearances in Oz. His tour concludes with an April 14 date at the Blaisdell Arena in Honolulu.

TELEVISION TIDBITS — **Jim Ed Brown** was recently featured on Chattanooga's *PM Magazine*, where the public was given a taste of the artist on the road, at home and filming endorsements for the Dollar General Store Corporation . . . **Tom T. Hall** appeared on *Down Home Country* as part of a national fund-raising drive on behalf of PBS . . . **John Anderson**, **Crystal Gayle**, **Charly McClain** and the Oak Ridge Boys all appeared on CBS' *Johnny Cash and the American Cowboy* special. The yet-to-be-aired program was taped in Kerrville, Texas March 24 . . . Upcoming *Love Boat* episodes will include such notable country personalities as **Dottie West** and **Minne Pearl** . . . **George Jones** hit the bacon-and-eggs circuit when he appeared on *Good Morning America* March 16.

NARAS, BELMONT SPONSOR SEMINAR — The Nashville chapter of NARAS and the music business division of Belmont College's School of Business will co-sponsor a seminar entitled "Recording Industry Economics — A Peer Into The Future" April 1 from 1-5 p.m. at the campus' Massey Auditorium. The seminar features keynote speaker Harold Vogel, who serves as vice president an senior entertainment industry analyst at Merrill-Lynch, Pierce, Fenner and Smith in New York. In addition to Vogel, a panel of key industry people will be present, including Jim Fogelsong, president, MCA Records/Nashville; Lynn Shultz, vice president, Capitol-EMI America/Liberty; and Dr. David Baskerville, author of the "Music Business Handbook and Career Guide."

tom roland

Frizzell & West Are Having Bus Trouble.

With two albums on the charts and a single headed for the top, what else would you expect?

David and Shelly pulled away from the pack last May with the release of their first album, **Carryin' On The Family Names** (BSK 3555). And when they were honored as the Country Music Association's Duo Of The Year less than six months later—after **"You're The Reason God Made Oklahoma"** (WBS 49650) hit Number One—there simply wasn't time to worry about routine maintenance.

Then **The David Frizzell And Shelly West Album** (BSK 3643) was released, and the tour dates didn't stop. Their bus, unfortunately, did, just as the Academy of Country Music announced three Frizzell & West nominations—for Song Of The Year, Single Record Of The Year and as Duet Of The Year.

Right now, **"Another Honky-Tonk Night On Broadway"** (WBS 50007) is climbing the charts, but David and Shelly aren't celebrating—they just bought a new bus.

And don't laugh: it's paid for.

WARNER COUNTRY. THE NAME BRAND.

Rex Allen, Jr.	Karen Brooks	Rodney Crowell	Frizzell & West	Con Hunley	T.G. Sheppard
John Anderson	Jimmi Cannon	Gail Davies	Emmylou Harris	Gary Morris	Judy Taylor
Bandana	Guy Clark			Buck Owens	Wright Brothers

On Warner Bros. and Warner/Viva Records and Tapes.

MOST ADDED COUNTRY SINGLES

1. **FINALLY — T.G. SHEPPARD — WARNER/CURB** — 48 ADDS
2. **I DON'T KNOW WHERE TO START — EDDIE RABBITT — ELEKTRA** — 24 ADDS
3. **WHEN YOU FIND HER, KEEP HER — THE WRIGHT BROTHERS — WARNER BROS.** — 22 ADDS
4. **RING ON HER FINGER, TIME ON HER HANDS — LEE GREENWOOD — MCA** — 21 ADDS
5. **BROTHERLY LOVE — GARY STEWART & DEAN DILLON — RCA** — 20 ADDS
6. **FORTY AND FADIN' — RAY PRICE — DIMENSION** — 17 ADDS
7. **ANOTHER CHANCE — TAMMY WYNETTE — EPIC** — 16 ADDS
8. **LYING MYSELF TO SLEEP — NOEL — DEEP SOUTH** — 15 ADDS
9. **ONE BY ONE — KAREN — KOALA** — 15 ADDS
10. **REACH FOR THE LOVE — BUFFALO & BRANDY — KM** — 15 ADDS

MOST ACTIVE COUNTRY SINGLES

1. **JUST TO SATISFY YOU — WAYLON & WILLIE — RCA** — 55 REPORTS
2. **MOUNTAIN MUSIC — ALABAMA — RCA** — 43 REPORTS
3. **YOU'LL BE BACK (EVERY NIGHT IN MY DREAMS) — THE STATLER BROTHERS** — 43 REPORTS
4. **TEARS OF THE LONELY — MICKEY GILLEY — EPIC** — 42 REPORTS
5. **ALWAYS ON MY MIND — WILLIE NELSON — COLUMBIA** — 33 REPORTS
6. **SOMEDAY SOON — MOE BANDY — COLUMBIA** — 33 REPORTS
7. **KANSAS CITY LIGHTS — STEVE WARINER — RCA** — 30 REPORTS
8. **SPEAK SOFTLY (YOU'RE TALKING TO MY HEART) — GENE WATSON — MCA** — 30 REPORTS
9. **YOU'RE NOT EASY TO FORGET — DOTTIE WEST — LIBERTY** — 29 REPORTS
10. **DON'T LOOK BACK — GARY MORRIS — WARNER BROS.** — 28 REPORTS

Stars Pace Second Quarter Releases

(continued from page 40)

clude an album by country legend Roy Acuff, the first solo effort by Dave Rowland and "Conway's #1 Country Classics, Vol. 1." the first of two LPs documenting Conway Twitty's #1 chart successes.

MCA has five definite projects planned for April and May, with a few more, including a set from comedian Jerry Clower, tentatively anticipated in January. April will see the release of Lee Greenwood's debut, "Inside Out," John Conlee's fifth LP, "Busted," and "Listen To The Radio" by Don Williams. The latter release, behind the title cut, which will be the first single, will be promoted through radio spots sent to stations on disc, advising listeners to "listen to the radio." The month of May will mark the release of the latest records by two MCA females, Terri Gibbs and Barbara Mandrell.

PolyGram Releases

PolyGram has four albums scheduled for the three-month period, including the Statler Brothers, the Kendalls, Tom Jones and Reba McEntire. Additionally, according to Joe Polidor, vice president in charge of the label's Nashville office, retailers can expect singles from Tom T. Hall and Jerry Lee Lewis, culled from the company's vaults, and a debut single from Shylo.

The Capitol/EMI/Liberty group has three definite releases scheduled from Juice Newton, Mel McDaniel and Bobby Smith. According to Ramona Cain, assistant country promotion director, new offerings from Anne Murray and Kenny Rogers are also possibilities.

The Warner Bros. "Deep In the Heart of Country" campaign will concentrate mostly on pre-released material, as the only album scheduled during the period is one by newcomer Karen Brooks. Retail action should also start on late first quarter releases by Gary Morris and Rex Allen, Jr.

13 Stations Take Part In Haggard Promotion

NASHVILLE — Epic Records, Texas International Airlines and Houston's Whitehall Hotel recently completed a nationwide promotion of Merle Haggard's "Big City" album, tying in Haggard's appearance at the World's Largest Rodeo in Houston.

The promotion gave country stations the opportunity to involve themselves in a 10-day promotion of the album that gave the grand prize winners a pair of tickets to Houston via Texas International, one night at the Whitehall Hotel for two, two tickets to the Houston Rodeo (including Haggard's matinee performance), transportation to and from the competition at the Astrodome and an invitation to a cocktail party on Haggard's behalf given by Epic at the Astro Village Hotel. A number of copies of the "Big City" album were also given away through on-air giveaways at the participating stations.

Stations were allowed some discretionary leeway in designing the promotions to fit their individual needs. Thirteen stations took part in the contest, included WKSJ/Mobile, WDGY/Minneapolis, WHK/Cleveland, KYNN/Omaha, KPLX-/Dallas, WIL/St. Louis, WDAF/Kansas City, WNOE/New Orleans, KEBC/Oklahoma City, WPKX/Baltimore, WVOJ/Jacksonville, KOUL/Corpus Christi and KYGO/-Denver.

PRIDE TAKES 38TH TO 95 *— RCA artist Charlie Pride stopped by K-95/Tulsa while on a promotional tour of the Midwest. Coming off his #1 single, "Mountain Of Love," Pride is preparing for the release of his 38th RCA album, "Charley Sings Everybody's Choice." Pictured in the FM station's control booth are (l-r): Rob Ryan and Dan Spice of K-95 and Pride.*

COUNTRY MIKE

EXPANSION IN SIGHT FOR JAMBOREE U.S.A. — Edward R. Boyd, president of Columbia Pictures Communications Group, has announced the development of a separate Jamboree U.S.A., Inc. division due to the growth of and continuing national demand for music programming. Boyd stated: "In addition to our expansion into television syndication, we plan to utilize our expertise in live concerts around the country. We are presently contracting with several groups to produce Jamboree In The Hills shows in various areas." The Jamboree U.S.A., Inc. division will continue to develop radio and television syndication for the live Saturday night show, as well as Jamboree In The Hills, the summer festival. In addition, Wheeling's Capitol Music Hall, the 50-year-old, 2,500 seat theater, will not only continue to house the Saturday night Jamboree U.S.A. show, other live performances including Broadway productions and rock and other popular music concerts will be held at the facilities. **Mike Hopkins**, general manager of Jamboree U.S.A., Inc., will be in charge of all the Capitol Music Hall programs, as well as assisting Boyd with the syndication and road shows.

Jim Stricklan

PERSONALITY PROFILE — While attending college in 1965 at Texas Tech in Lubbock, **Jim Stricklan** made the decision to change his major from dramatics to communications. His first on-the-air experience came from the college outlets **KTXT-FM** and **KTXT-TV** until graduation in 1969. Stricklan went back to his home town, Big Spring, Texas, where he was hired as program director and news director for Top 40 station **KBYQ**. Interested, at that point, in news more than music, Stricklan left for country-formatted **KVET**/Austin in 1970 to handle the morning drive newscasts. It was a short stay, however; in 1971 Stricklan headed West for Colorado, where he took over the middays for the AOR Denver powerhouse **KBPI**. His next seven years were spent in Denver. From 1972-'75 Stricklan did the evenings for Top 40 outlet **KIMN**. In '75, however, he moved crosstown to country **KERE**, where he took over as MD while also handling the middays. Then back to KIMN to do the all night shift in '77-'78. Stricklan moved back to Texas in 1978 and, for approximately a year-and-a-half, took the afternoons with **101-FM (KLOL)**, an AOR outlet in Houston. Denver fever struck in 1980, and he went back to country station **KLAK** for a brief stint doing the mornings. On May 1, 1981 Great Empire Broadcasting opened up its country outlets in Denver with **KBRQ-AM** and **KADX-FM** and hired Stricklan to handle the music chores for both, as well as having an afternoon shift on the AM. He remains in that capacity to date. In addition to his radio responsibilities, Stricklan is also an accomplished performer and songwriter. In fact, look for his second album, entitled "Honky-Tonk Fantasies," to be out some time this summer.

KOMA ADDS YARBROUGH, CORNETT — Bobby Yarbrough and **Mick Cornett** have joined the crew at **KOMA**/Oklahoma City. Yarbrough, formerly from **KUZZ**/Bakersfield, will take over the swing shift for the 100,000)-watt country giant. Cornett will take over the duties as sports director. He comes to KOMA from the sports department at **KOCO-TV** (channel 5) in Oklahoma City.

IN THE OUT DOOR — Bill Templeton was recently named to the position of music director at **KEED**/Eugene. Templeton most recently served for six years as program/music director for **KWJJ**/Portland. He has also worked in the Northwest with **KYTE**/Portland and **KASH**/Eugene . . . **Alan Furst**, formerly music director for **WEEP**/Pittsburgh, has been elevated to the position of program director, replacing **Barry Mardit**, who has taken the same position with **WWWW**/Detroit. Moving into the music director's chair is **Dennis Reed**, acquired from **WIXZ**/McKeesport, Pa.

WPKX-AM SWITCHES TO "MUSIC OF YOUR LIFE" — Effective 6 a.m., March 17, **WPKX-AM**/Washington D.C. abandoned country and began programming "Music of Your Life," the big band format. The former country station made the switch "because the demand exists for this format," according to program director **Dennis Day**. The format will include hit music from artists such as **Frank Sinatra**, **Nat "King" Cole**, **Tony Bennett**, **Perry Como**, **The Mills Brothers**, **Rosemary Clooney**, **Glen Miller**, etc. "If you're over 30, this is your music," says vice president and general manager **William Sherard**. **WPKX-FM**, however, will continue to program a country format.

ANY JOBS OUT THERE? — Seven-year radio veteran **D.J. Jones** is presently in the market for a new position with a country-formatted station. Jones most recently was on the air with former country station **US 107 (WUSW-FM)**, a Nashville area station. She may be reached at (615) 269-6922.

WDSD ALTERS LINE-UP —Dover, Delaware's country music outlet **WDSD**, has altered its on-air line-up, according to the FM's program and music director, **Walter Barcus.** Running down the list: **Ron McCue** runs the midnight to 6 a.m. shift, followed by Barcus from 6-9 a.m. **Mark Raleigh** takes over the 9 a.m.-1 p.m. stint, **Gary Cook** handles the 1-3 p.m. slot, **Pistol Pete Adlam** show runs from 3-7 p.m., with **Joan Wells** closing the day from 7 p.m.-midnight. Weekends include **Jeffery Nuttle**, **Troy Hill**, and **Sandy Jensen** who hosts the 6:30 p.m.-midnight Sunday bluegrass show.

country mike

PROGRAMMERS PICKS

Jerry Adams	**KFDI**/Wichita	**I Don't Know Where To Start** — Eddie Rabbitt — Elektra
Tim Perkins	**KCAN**/El Reno	**The General Lee** — Johnny Cash — Scotti Bros.
Rick Stevens	**KWKH**/Shreveport	**Take Time To Know Her** — David Alla Coe — Columbia
Dan Wells	**WSDS**/Ypsilanti	**Finally** — T.G. Sheppard — Warner/Curb
Pam Green	**WHN**/New York	**I've Never Been To Me** — Charlene – Motown
Steve Wilmes	**WIRE**/Indianapolis	**Finally** — T.G. Sheppard — Warner/Curb
Ernie Hadaway	**WKMF**/Flint	**I Don't Know Where To Start** — Eddie Rabbitt — Elektra
Bill Jones	**WKSJ**/Mobile	**Finally** — T.G. Sheppard — Warner/Curb

BLACK CONTEMPORARY

TOP 75 ALBUMS

		3/27	Weeks On Chart
1	**LOVE IS WHERE YOU FIND IT** THE WHISPERS (Solar/Elektra S-27)	1	12
2	**YES IT'S YOU LADY** SMOKEY ROBINSON (Tamla/Motown 600TL)	2	7
3	**SKYYLINE** SKYY (Salsoul/RCA SA-8548)	3	22
4	**TOM TOM CLUB** (Sire SRK 3628)	8	12
5	**SOMETHING SPECIAL** KOOL & THE GANG (De-Lite/PolyGram DSR 8502)	5	25
6	**YOUR WISH IS MY COMMAND** LAKESIDE (Solar/Elektra S-26)	6	15
7	**FRIENDS** SHALAMAR (Solar/Elektra S-28)	7	7
8	**THE POET** BOBBY WOMACK (Beverly Glen GB 1000)	4	21
9	**A LITTLE LOVE** AURRA (Salsoul/RCA SA 8551)	9	7
10	**THE DUDE** QUINCY JONES (A&M SP-3721)	11	53
11	**MR. LOOK SO GOOD** RICHARD "DIMPLES" FIELDS (Boardwalk NB1-33249)	13	7
12	**CONTROVERSY** PRINCE (Warner Bros. BSK 3601)	12	22
13	**WHY DO FOOLS FALL IN LOVE** DIANA ROSS (RCA AFL1-4153)	10	22
14	**DREAM ON** GEORGE DUKE (Epic FE 37532)	15	5
15	**I AM LOVE** PEABO BRYSON (Capitol ST-12179)	14	19
16	**BRILLIANCE** ATLANTIC STARR (A&M SP 4883)	28	2
17	**LIVE & OUTRAGEOUS** MILLIE JACKSON (Spring/PolyGram SP-1-6735)	19	6
18	**NEVER TOO MUCH** LUTHER VANDROSS (Epic FE 37451)	16	29
19	**NIGHT CRUISING** BAR-KAYS (Mercury/PolyGram SRM-1-4028)	20	21
20	**THE SISTERS** SISTER SLEDGE (Cotillion/Atlantic SD 5231)	18	8
21	**YOU'VE GOT THE POWER** THIRD WORLD (Columbia FC 37744)	35	3
22	**THE GEORGE BENSON COLLECTION** (Warner Bros. 2HW 3577)	24	20
23	**8TH WONDER** THE SUGAR HILL GANG (Sugar Hill SH-249)	25	12
24	**OUTLAW** WAR (RCA AFL1-4208)	31	4
25	**ME AND YOU** THE CHI-LITES (20th Century-Fox/RCA T-635)	27	7
26	**TASTE THE MUSIC** KLEEER (Atlantic SD 19334)	26	8
27	**THE TIME** (Warner Bros. BSK 3598)	21	32
28	**DOWN HOME** ZZ HILL (Malaco MAL 7406)	29	8
29	**RAISE!** EARTH, WIND & FIRE (ARC/Columbia TC 37548)	17	21
30	**BREAKIN' AWAY** AL JARREAU (Warner Bros. BSK 3576)	37	33
31	**PURE & NATURAL** T-CONNECTION (Capitol ST-12191)	22	6
32	**FEELING GOOD** ROY AYERS (Polydor/PolyGram PD-1-6348)	33	6
33	**SATURDAY SATURDAY NIGHT** ZOOM (Polydor/PolyGram PD-1-6434)	32	9
34	**IT'S TIME FOR LOVE** TEDDY PENDERGRASS (Phila. Int'l./CBS TZ 37491)	36	27
35	**WHO'S FOOLIN' WHO** ONE WAY (MCA-5279)	42	3
36	**COME MORNING** GROVER WASHINGTON, JR. (Elektra 5E-562)	23	17
37	**SOMETHING ABOUT YOU** ANGELA BOFILL (Arista AL 9576)	39	20
38	**POINT OF PLEASURE** XAVIER (Liberty LT-51116)	47	2
39	**GET AS MUCH LOVE AS YOU CAN** THE JONES GIRLS (Philadelphia Int'l./CBS FZ 37627)	34	18
40	**WATCH OUT** BRANDI WELLS (WMOT FW 37668)	30	10
41	**REFLECTIONS** GIL SCOTT-HERON (GRP/Arista 5506)	45	26
42	**DOIN' ALRIGHT** O'BRYAN (Capitol ST-12192)	52	2
43	**KEEP IT LIVE** DAZZ BAND (Motown 6004ML)	55	3
44	**7** CON FUNK SHUN (Mercury/PolyGram SRM-1-4030)	40	16
45	**EARLAND'S JAM** CHARLES EARLAND (Columbia FC 37573)	51	3
46	**SHOW TIME** SLAVE (Cotillion/Atlantic SD 5227)	38	26
47	**STAY** RAY, GOODMAN & BROWN (Polydor/PolyGram PD-1-6341)	43	12
48	**PRIVATE EYES** DARYL HALL & JOHN OATES (RCA AFL1-4028)	41	17
49	**LOVE CONQUERS ALL** MICHAEL WYCOFF (RCA NFL1-8004)	—	1
50	**TOUCH** GLADYS KNIGHT & THE PIPS (Columbia FC 37086)	49	31
51	**IN A CITY GROOVE** MASS PRODUCTION (Cotillion/Atlantic SD 5233)	—	1
52	**OBJECTS OF DESIRE** MICHAEL FRANKS (Warner Bros. BSK 3648)	53	9
53	**LIVE AT THE SAVOY** RAMSEY LEWIS (Columbia FC 37687)	46	5
54	**ROLL WITH THE PUNCHES** ADC BAND (Cotillion/Atlantic SD 5232)	60	2
55	**BODY TALK** IMAGINATION (MCA 5271)	44	6
56	**LIVE** THE JACKSONS (Epic KE2 37545)	56	18
57	**STREET SONGS** RICK JAMES (Gordy/Motown G8-1002M1)	58	49
58	**CARRY ON** BOBBY CALDWELL (Polydor/PolyGram PD-1-6347)	—	1
59	**LOVE MAGIC** L.T.D. (A&M SP-4881)	48	19
60	**TELL ME A LIE** BETTYE LAVETTE (Motown 6000 ML)	50	8
61	**INSIDE YOU** THE ISLEY BROTHERS (T-Neck/CBS FZ 37533)	69	21
62	**QUESTIONAIRE** CHAS JANKEL (A&M SP 4885)	73	2
63	**MERGE** (RCA NFL1-8003)	66	2
64	**ANYONE CAN SEE** IRENE CARA (Network/Elektra E1-60003)	57	8
65	**JAM THE BOX** BILL SUMMERS & SUMMERS HEAT (MCA-5266)	64	16
66	**IN THE POCKET** COMMODORES (Motown M8-955M1)	63	39
67	**CENTRAL LINE** (Mercury/PolyGram SRM-1-4033)	61	15
68	**PHYSICAL** OLIVIA NEWTON-JOHN (MCA 5229)	67	5
69	**BLUE JEANS** CHOCOLATE MILK (RCA AFL1-3896)	68	19
70	**NON-STOP EROTIC CABARET** SOFT CELL (Sire SRK 3647)	70	4
71	**I'LL KEEP ON LOVING YOU** LINDA CLIFFORD (Capitol ST-12181)	65	4
72	**CRAZY FOR YOU** EARL KLUGH (Liberty LT-51113)	74	23
73	**THE MANY FACETS OF ROGER** ROGER (Warner Bros. BSK 3594)	59	29
74	**CHARIOTS OF FIRE** ERNIE WATTS (Qwest/Warner Bros. OWS 3637)	62	5
75	**LOVE FEVER** GAYLE ADAMS (Prelude PRL 14104)	54	4

BALTIMORE 'BRILLIANCE' *— A&M recently hosted a listening party in Baltimore for Atlantic Starr's "Brilliance" LP. Pictured at the party are (l-r): Gwen Franklin, A&M; Mort Barnett, Record and Tape Collector; Bill Blankenship, Douglass Records; Robin Barr and Art Barr, Sound Waves; Lynn Green, RCA merchandiser; Lee Michaels, WEEB; Alphie Wans, WWIN; unidentified friend; Nicole Lockett, guest; Randy Dennis, WEBB; Tim Watts, Sandy Mallory, Mark Williams and Kevin Kelly, V103; Wayne Steinberg, Record and Tape Collector; Marzy Thomas, WWIN; Al Marks, A&M; Cortis Anderson, WWIN: Mike Singleton, WEAA; and Carl Lochte, Recordmasters. Holding the LP in front are WWIN guests Donavan and Larry.*

THE RHYTHM SECTION

UNTOUCHABLE, BUT ENGAGING — The ska movement that has influenced so many Brit new wave bands — including **The Specials, The Selecter, English Beat, Madness** — rarely has made an impact on the black music consumer in the U.S. Despite its reggae-based rhythmic groove, the pulsating, kenetic rock sound, which lends itself to dancing akin to pandemonium, can not compete with the robust, lusty sound of funk (not disco) music — the staple at most inner city house parties. The music has not gone unnoticed in the States, though, as rockers often program the music at clubs and parties. And, in the spirit of many of the 2 tone ska bands that stoked among blacks the last two years, L.A. has a new ska offering, the **Untouchables**. The group, comprised of seven L.A.-based black and white skanksters, has grown from house party faves to opening act for some of the industry's most respected new rockers, namely **X** and the **B-52's**. According to the group's manager, **Ramone Sheen,** the band literally got its start in the street. Sheen, son of actor **Martin Sheen,** met the group through an old classmate who convinced him to let them play at his birthday party. The 18-year-old manager liked what he saw and after some conversation he was asked by the group to direct them. "It was the first time I had ever tried anything like this, but I pushed them at parties I went to and other industry events," recalls Sheen, who said that the Untouchables made their club debut at L.A.'s O.N. Club in Silverlake opening for a group called **Ska Cha Cha** on Sept. 30, 1981. But the way they got their first gig with a recognized industry act had less to do with their stage performance than it did with their new mod-style inclinations. The group ran into X's **Billy Zoom** at a scooter shop. Members of the group and Zoom struck up a conversation and the X lead guitarist asked the group to open for them during a recent Roxy gig — on the condition that they park their mod scooters in front of the club. The Untouchables won the right to open for the B-52's out of a 20-band cattle call, with their performance opening for X opening the door. Sheen said the group has prepared a couple of demos and is in the process of obtaining copyrights so they can proceed to shop the music for a label deal. On Sheen's future as a manager, "I'd like to get this group off the ground and then maybe expand. But first, I'd like to see this group, which I believe in, get started. That would be gratifying," he said.

REGGAE FESTIVAL — A colorful event to say the least, the Cultural Reggae Festival held recently on the campus of the Univerty of California at Los Angeles (UCLA) attracted a wide array of Los Angelenos. The two-day event, which featured the city's Pan African community in full bloom, offered a variety of exhibits that represented the Caribbean and African culture through art, food and music. While there was a plethora of street bands present for free entertainment throughout the campus exhibit area, the focus of the festival was the evening shows, which were sponsored by UCLA's Center for Afro American Studies and produced by International Reggae Prods. (which is responsible for the annual Jamaican Reggae Sunsplash) and **Dick Griffey** Prods. Held in Pauley Pavillion on the UCLA campus, the two-night show featured regaae from the fringe to the mainstream, including performances by **Dennis Brown**, **Judy Mowatt** and **Third World**, which closed the festival Sunday night. Roots reggae groups liike **Toots and the Maytals** and the **Mighty Diamonds** offered the most rounded performances, with the Diamonds showing that even "a Rasta can sing soul." **Steel Pulse** offered up some of the stinging social commentary that has distinguished this genre of music over the years. But the summit of the two-nights of reggae rhythm came from poet **Matubaruka**, the poor man's **Linton Kwesi Johnson.** Matubaruka's band found the reggae groove in rock, funk and plain ole R&B. But the connective tissue for the music was not the reggae, but the unabashed black politicos rap of Matubaruka. On an emotional level his brand of social comment reggae was most effective. The messages of Jah Love and Rastafarian peace took a back seat to the poet's "Every Time I Hear The Sound" and "The System Is A Fraud." Beyond a doubt, when Matubaruka told the audience he "didn't mean to offend anyone, but I will not apologize for what I say," he perhaps summed up the entire affair — pride without remorse.

ON SUMMERSOUL '82 — The Nashville Music Assn. (NMA) recently announced that deadline for entries in its second annual SummerSoul '82 black talent search is May 15. Sponsored by the NMA's black music committee, the SummerSoul '82 competition includes two categories — black contemporary and gospel — and sets up four winners in each category. Winners in both categories will perform at the Tennessee Performing Arts Center's **Andrew Jackson** Hall — the B/C June 25 and the gospel June 26. The eight winners will also receive six hours free recording time courtesy of the Rat Hole, Young 'Un Sound, Pollyfox, LSI Studios, the Sound Connection and others. One-year membership in the NMA is also part of the prize. To qualify, entrants must submit a cassette tape with three copyrighted songs totalling no more than 15 minutes. At least two of the songs must be previously unrecorded and the entries must designate B/C or gospel. Entries can be sent to SummerSoul '82, c/o The Nashville Music Assn., 14 Music Circle, East, Nashville, Tenn. 37203.

michael martinez

CASH BOX TOP 100

April 3, 1982

			Weeks On Chart
1	THAT GIRL STEVIE WONDER (Tamla/Motown 1602TF)	1	12
2	TELL ME TOMORROW — PART 1 SMOKEY ROBINSON (Tamla/Motown 1601TF)	2	12
3	MAMA USED TO SAY JUNIOR (Mercury/PolyGram 76132)	3	12
4	GENIUS OF LOVE TOM TOM CLUB (Sire SRE 49882)	4	11
5	WORK THAT SUCKER TO DEATH XAVIER (Liberty P-A-1445)	7	10
6	I WANT TO HOLD YOUR HAND LAKESIDE (Solar/Elektra S-47954)	6	15
7	IN THE RAW WHISPERS (Solar/Elektra S-47961)	8	11
8	MAKE UP YOUR MIND AURRA (Salsoul/RCA S7 7017)	5	18
9	LET'S WORK PRINCE (Warner Bros. WBS 50002)	11	10
10	MY GUY SISTER SLEDGE (Cotillion/Atlantic 47000)	10	11
11	ONE HUNDRED WAYS QUINCY JONES featuring JAMES INGRAM (A&M 2387)	12	16
12	CIRCLES ATLANTIC STARR (A&M 2392)	16	6
13	MIRROR, MIRROR DIANA ROSS (RCA PB-13021)	9	12
14	HOT ON A THING (CALLED LOVE) THE CHI-LITES featuring EUGENE RECORD (20th Century-Fox/RCA TC-2600)	17	12
15	SHINE ON GEORGE DUKE (Epic 14-02701)	15	9
16	NEVER GIVE UP ON A GOOD THING GEORGE BENSON (Warner Bros. WBS 50005)	18	6
17	THE GIGOLO O'BRYAN (Capitol 5067)	19	10
18	IF IT AIN'T ONE THING . . . IT'S ANOTHER RICHARD "DIMPLES" FIELDS (Boardwalk NB7-11-139)	21	7
19	CALL ME SKYY (Salsoul/RCA S7 2152)	14	23
20	GET DOWN ON IT KOOL & THE GANG (De-Lite/PolyGram DE 818)	28	3
21	I'LL TRY SOMETHING NEW A TASTE OF HONEY (Capitol 5099)	25	4
22	IF YOU THINK YOU'RE LONELY NOW BOBBY WOMACK (Beverly Glen 2000)	13	19
23	THE OTHER WOMAN RAY PARKER JR. (Arista AS 0669)	51	3
24	JUST BE YOURSELF CAMEO (Chocolate City/PolyGram CC 3231)	52	2
25	NIGHTS OVER EGYPT THE JONES GIRLS (Philadelphia Int'l./CBS ZS5 02713)	20	8
26	YOU GOT THE POWER WAR (RCA PB-13061)	31	6
27	APRIL LOVE L.T.D. (A&M 2395)	29	8
28	COOL (PART 1) THE TIME (Warner Bros. WBS 49864)	22	18
29	IT'S GONNA TAKE A MIRACLE DENIECE WILLIAMS (ARC/Columbia 18-02812)	42	3
30	WATCH OUT BRANDI WELLS (WMOT WS9 02654)	30	15
31	A NIGHT TO REMEMBER SHALAMAR (Solar/Elektra S-48005)	45	3
32	YOU'RE THE ONE FOR ME "D" TRAIN (Prelude PRL 8043-AS)	23	18
33	HELP IS ON THE WAY THE WHATNAUTS (Harlem International H.I.R. 110)	33	10
34	FORGET ME NOTS PATRICE RUSHEN (Elektra E-47427)	48	4
35	LET THE FEELING FLOW PEABO BRYSON (Capitol P-A-5065)	26	24
36	MUST BE THE MUSIC SECRET WEAPON (Prelude PRL 8036-AS)	43	10
37	IT'S NASTY (GENIUS OF LOVE) GRAND MASTER FLASH & FURIOUS FIVE (Sugar Hill SH-775)	40	9
38	RIGHT IN THE MIDDLE (OF FALLING IN LOVE) BETTYE LAVETTE (Motown M 1532F)	39	9
39	LOVE SEASONS ZOOM (Polydor/PolyGram PD 2197)	47	6
40	APACHE SUGAR HILL GANG (Sugar Hill SH 567)	27	18
41	WHO'S FOOLIN' WHO ONE WAY (MCA 52004)	46	7
42	MURPHY'S LAW CHERI (Venture VD-5019)	54	5
43	WELCOME INTO MY HEART THE ISLEY BROTHERS (T-Neck/CBS ZS5 02705)	44	8
44	I JUST WANT TO SATISFY THE O'JAYS (Phila. Int'l./CBS ZS5 02834)	61	2
45	MAKING LOVE ROBERTA FLACK (Atlantic 4005)	50	5
46	LET'S CELEBRATE SKYY (Salsoul/RCA S7 7020)	71	3
47	LET IT WHIP DAZZ BAND (Motown 1609MF)	56	4
48	A FRIEND OF MINE GLADYS KNIGHT & THE PIPS (Columbia 18-02706)	49	7
49	FREAKY BEHAVIOR BAR-KAYS (Mercury/PolyGram 76143)	70	2
50	THE ONLY ONE CHARLES EARLAND (Columbia 18-02710)	53	7
51	I CAN'T GO FOR THAT (NO CAN DO) DARYL HALL & JOHN OATES (RCA JB-12361)	24	20
52	THIS FEELING MUST BE REAL SKOOL BOYZ (Destiny 2006)	58	6
53	TRY JAH LOVE THIRD WORLD (Columbia 18-02744)	63	3
54	TONIGHT I'M GONNA LOVE YOU ALL OVER THE FOUR TOPS (Casablanca/PolyGram NB 2345)	37	9
55	THERE'S NO GUARANTEE PEABO BRYSON (Capitol P-B-5098)	86	2
56	TIME STONE (West End 22139)	57	9
57	I KNOW YOU GOT ANOTHER THE REDDINGS (Believe In A Dream/CBS ZS5 02767)	67	2
58	STILL GOT THE MAGIC (SWEET DELIGHT) MICHAEL WYCOFF (RCA PB-13055)	65	5
59	GLAD TO KNOW YOU CHAS JANKEL (A&M 2396)	62	7
60	CAN YOU SEE THE LIGHT BRASS CONSTRUCTION (Liberty P-B-1453)	72	3
61	HOLDIN' OUT FOR LOVE ANGELA BOFILL (Arista AS 0662)	77	7
62	TASTE THE MUSIC KLEEER (Atlantic 4024)	69	4
63	LET YOUR MIND BE FREE FERRARI (Sugar Hill SH 573)	64	4
64	TREAT YOURSELF TO MY LOVE TERRI GONZALEZ (Becket BDA 45-10)	66	6
65	WHY DON'T YOU THINK ABOUT ME INSTANT FUNK (Salsoul/RCA S7 7021)	79	3
66	ROLL WITH THE PUNCHES ADC BAND (Cotillion/Atlantic 47001)	68	6
67	TEACH ME TONIGHT AL JARREAU (Warner Bros. WBS 50032)	73	4
68	FLAMETHROWER THE J. GEILS BAND (EMI America B-8108)	78	2
69	SENDING MY LOVE PLEASURE (RCA PB-13067)	75	3
70	HONEY, HONEY MANHATTANS (Columbia 18-02666)	34	10
71	STARS ON 45 III (A TRIBUTE TO STEVIE WONDER) STARS ON (Radio Records/Atlantic RR 4019)	—	1
72	BABY, COME TO ME PATTI AUSTIN (Qwest/Warner Bros. QWE 50036)	83	2
73	WHERE DO WE GO FROM HERE BOBBY WOMACK (Beverly Glen BG-2001)	84	2
74	SHAKE TILL YOUR BODY BREAK KWICK (EMI America P-A-8105)	76	6
75	WE GO A LONG WAY BACK BLOODSTONE (T-Neck/CBS ZS5 02825)	—	1
76	SLAMM DUNK THE FFUNK! SUN (Capitol B-5092)	85	2
77	YOU BRING OUT THE FREAK IN ME WALDO (Columbia 18-02745)	82	3
78	THAT'S NO WAY TO TREAT MY LOVE CENTRAL LINE (Mercury/PolyGram 76140)	81	3
79	SING A SIMPLE SONG WEST STREET MOB (Sugar Hill SH 780)	—	1
80	BODY LOVERS CON FUNK SHUN (Mercury/PolyGram 76141)	80	3
81	BRING IT ON HOME RONNIE DYSON (Cotillion/Atlantic 47005)	—	1
82	IT'S GOOD TO BE KING (PART 1) MEL BROOKS (WMOT AE7 1396)	90	2
83	BYE GONES TOM BROWNE (GRP/Arista GS 1519)	—	1
84	I WANT TO DO SOMETHING FREAKY TO YOU ST. TROPEZ (Destiny D-2007)	93	3
85	AT THE CONCERT BILL SUMMERS and SUMMERS HEAT (MCA 52027)	—	1
86	CALL ON ME SWITCH (Gordy/Motown 1603)	88	2
87	LIVIN' IN THE STREETS ARETHA FRANKLIN (Arista AS 0665)	89	2
88	TAKE IT TO THE TOP MERGE (RCA PB-13050)	—	1
89	INNER CITY MASS PRODUCTION (Cotillion/Atlantic 47004)	—	1
90	TELL ME THAT I'M DREAMING WAS (NOT WAS) (ZE/Warner Bros. 1000)	—	1
91	GENIUS RAP DR. JEKYL & MR. HYDE (Profile 5004)	91	7
92	TAKE ME TO HEAVEN REN WOODS (Elektra E-47403)	95	8
93	DON'T YOU KNOW THAT? LUTHER VANDROSS (Epic 14-02658)	35	16
94	IF YOU COME WITH ME DUNN & BRUCE STREET (Deyaki/Mirus DK 4005)	32	12
95	LET'S GO ALL THE WAY CHOCOLATE MILK (RCA PB-13026)	41	10
96	U TURN ME ON TOMORROW'S EDITION (RFC/Atlantic 4010)	55	8
97	WANNA BE WITH YOU EARTH, WIND & FIRE (ARC/Columbia 18-02688)	36	11
98	IMAGINARY PLAYMATES RENE & ANGELA (Capitol 5081)	59	9
99	STEPPIN' OUT KOOL & THE GANG (De-Lite/PolyGram DE 816)	38	10
100	YOU NEVER KNOW RAMSEY LEWIS (Columbia 1802704)	60	6

ALPHABETIZED TOP 100 B/C (INCLUDING PUBLISHER AND LICENSEES)

A Friend (Warner-Tamerlane/Renleigh — BMI) . . 48
A Night To Remember (Silver Sounds/Spectrum VII/Satellite III — ASCAP) 31
Apache (Sugar Hill — BMI) 40
April Love (Almo/McRovscod/Key of G — ASCAP/Irving/McDorsbov — BMI) 27
At The Concert (Wabastone — BMI) 85
Baby, Come To Me (Rodsongs — PRS) 72
Body Lovers (Val-le Joe/Bee Germaine — BMI) . . 80
Bring It On (Sumac — BMI/Louise-Jack — ASCAP) 81
Bye Gones (Rise and Glowing — BMI) 83
Call Me (One To One — ASCAP) 19
Call On Me (Jobete — ASCAP) 86
Can You See The Light (One To One — ASCAP) . . 60
Circles (Almo/Jodaway — ASCAP) 12
Cool (Tionna — license pending) 28
Don't You Know (Uncle Ronnie's — ASCAP) 93
Flamethrower (Center City — ASCAP) 68
Forget Me Nots (Baby Fingers — ASCAP/ Freddie Dee — BMI) 34
Freaky Behavior (Cessess/Electric Apple — BMI) . 49
Genius Of (Metered (Adm. by Ackee) — ASCAP) . . 4
Genius Rap (Metered — ASCAP) 91
Get Down On It (Delightful/Second Decade — BMI) 20
Glad To Know You (AVIR — BMI/Warner Bros — ASCAP) 59
Help Is On (Song World — ASCAP/James Car — RMI) 33
Holdin' Out (ATV/Mann+Weil Songs/Brallntree/ Snow — BMI/ASCAP) 61
Honey, Honey (Sherlyn — BMI) 70
Hot On A Thing (Angelshell/Six Continents — BMI) 14
I Can't Go For That (Fust Buzza/Hot-Cha/Six Continents — BMI) 51
I Just Want (Mighty Three — BMI) 44
I Know You Got (Dexotis/Band Of Angels — BMI) . 57
I Want To Do Something (Jim-Edd — BMI) 84
I Want To Hold (Duchess — BMI) 6
If It Ain't (On The Boardwalk/Dat Richfield Kat — BMI/Songs Can Sing — ASCAP) 18
If You Come (Dunn Pearson/Moving World/Davahkee/Murios — ASCAP) 94
If You Think (Ashtray — BMI) 22
Imaginary Playmates (A LaMode/Arista-ASCAP) . . 98
In The Raw (Spectrum VII/Silver Sounds/Satellite III — ASCAP) 7
Inner City (Two Pepper — ASCAP) 89
It's Gonna Take (Vogue — BMI) 29
It's Good To Be (Bee Bee/Island — ASCAP) 82
It's Nasty (Metered-ASCAP) 37
I'll Try Something New (Jobete — ASCAP) 21
Just Be Yourself (All Seeing Eye — BMI) 24
Let It Whip (Ujima/Macvacalac — ASCAP) 47
Let The Feeling (WB Music/Peabo — ASCAP) 35
Let Your Mind Be Free (Gambi — BMI) 63
Let's Celebrate (Alligator — ASCAP) 46
Let's Go (Chocolate Milk — BMI) 95
Let's Work (Controversy — ASCAP) 9
Livin' In The (Rodsongs — ASCAP) 87
Love Seasons (Sextet/Zoom Eight — BMI) 39
Make Up (Lucky Three/Red Aurra — BMI) 8
Making Love (20th Century Fox Film/New Hidden Valley—ASCAP/Begonia Melodies/Fedora—BMI)45
Mama Used To Say (Pressure/Aves/EMI — PRS) . 3
Mirror, Mirror (Bandier-Koppelman/Jay Landers/ Gravity Raincoat/Rosstown — ASCAP) 13
Murphy's Law (Hygroton/Lopressor-PRO/Paddie — BMI) 42
Must Be The Music (Trumar/Smootee — BMI) 36
My Guy (Jobete — ASCAP) 10
Never Give Up (O'Lyric/Blackwood — BMI) 16
Nights Over Egypt (Mighty Three — BMI) 25
One Hundred Ways (State of The Arts/Eliza M./ Ritesonian — ASCAP/Kidada/Mr. Melody — BMI)11
Right In The Middle (Unichappel—BMI) 38
Roll With The Punches (Bus — BMI) 66
Sending My Love (360 Music/IPM — ASCAP) 69
Shake Till Your Body (Quicksong/Cessess — BMI) 74
Shine On (Mycenae — ASCAP) 15
Sing A Simple (Warner-Tamerlane — BMI) 79
Slamm Dunk (ASCAP) 76
Stars On 45 III (Various — ASCAP/BMI) 71
Steppin' Out (Delightful/Second Decade — BMI) . . 99
Still Got The Magic (Bearbutt—BMI/Pure Love/ Ram-A-Lamb — ASCAP) 58
Take It To The Top (Famous/Carleen — ASCAP) . . 88
Take Me To Heaven (Little Mama/Kevin Moore/ Tammi — BMI) 92
Taste The Music (Alex/Soufus — ASCAP) 62
Teach Me Tonight (MCA/Cahn/Hub — ASCAP) . . . 67
Tell Me (Los Was Cosmipolitanos/Ackee —ASCAP)90
Tell Me Tomorrow (Chardax — BMI) 2
That Girl (Jobete & Black Bull — ASCAP) 1
That's No Way (Karter Songs/April/LTL — ASCAP) 78
The Gigolo (Cortez — ASCAP) 17
The Only One (Better Nights — ASCAP) 50
The Other Woman (Raydiola — ASCAP) 23
There's No Guarantee (WB/Peabo — ASCAP) 55
This Feeling (De Note/Skool Boyz/Easley — BMI) . 52
Time (Finway—ASCAP) 56
Tonight I'm Gonna (Koota—BMI) 54
Treat (Fools Prayer/Crown Heights Affair — BMI) . 64
Try Jah Love (Jobete/Black Bull — ASCAP) 53
U Turn Me On (Mel-O-Mel — ASCAP) 96
Wanna Be (Saggifire/Yougoulel — ASCAP) 97
Watch Out (Framingreg — BMI) 30
We Go A Long Way (Triple Three — BMI) 75
Welcome Into My Heart (April/Bovina — ASCAP) . 43
Where Do We Go (Ashtray/Ml-Alma) 73
Who's Foolin' Who (Perk's/Duchess (MCA) — BMI) 41
Work That Sucker (Terry Phillips — ASCAP) 5
Why Don't You (Lucky Three/Warpfactor One—BMI)65
You Bring Out (Diamond In The Rough — BMI) . . . 77
You're The One (Trumar/Huemar — BMI) 32
You Got (Far Out — ASCAP/Milwaukee — BMI) . . . 26
You Never (Paper Boy/Vitasia/Lewis+Sons — BMI)100

MOST ADDED SINGLES

1. **STARS ON 45 III (A TRIBUTE TO STEVIE WONDER) — STARS ON — RADIO RECORDS/ATLANTIC**
   KPRS, WDAO, V103, WTLC, WEDR, WPAL, WAIL, KATZ, WZEN, KDAY, KMJQ, KMJM, WSOK, WRBD, WGIV.
2. **SING A SIMPLE SONG — WEST STREET MOB — SUGAR HILL**
   WJMO, WENZ, KDKO, WGCI, WAIL, WOKB, WBMX, WDIA, WTLC, WWIN, WAWA.
3. **LET'S CELEBRATE — SKYY — SALSOUL/RCA**
   WRBD, WRAP, WJMO, WENZ, WZEN, WBMX, WGPR-FM, WCIN, WTLC, WAWA. WVKO.
4. **IT'S GONNA TAKE A MIRACLE — DENIECE WILLIAMS — ARC/COLUMBIA**
   V103, WDIA, WBMX, WHRK, WOKB, WAMO, WGPR-FM, WATV, KMJM, WRAP, WLLE.
5. **MURPHY'S LAW — CHERI — VENTURE**
   WILD, WWDM, WYLD-FM, WAMO, WOKB, OK100, WUFO, WTLC, WDAO, KPRS.
6. **WE GO A LONG WAY BACK — BLOODSTONE — T-NECK/CBS**
   V103, WAWA, WGCI, WENZ, WRBD, WYLD-FM, WWDM, WGIV, WILD.
7. **I JUST WANT TO SATISFY — THE O'JAYS — PHILADELPHIA INT'L/CBS**
   WDAO, WAWA, WCIN, WHRK, WPAL, WAMO, WGPR-FM, WLLE.

MOST ADDED ALBUMS

1. **DOIN' ALRIGHT — O'BRYAN — CAPITOL**
   WRBD, WLLE, WEAL, KDKO, WPAL, WOKB, WGPR-FM, WCIN, WTLC, WWRL, WDAO.
2. **IN A CITY GROOVE — MASS PRODUCTION — COTILLION/ATLANTIC**
   WDAO, WHRK, WPAL, KDKO, WSOK, WWDM, WGIV.
3. **LET THERE BE SUN — SUN — CAPITOL**
   WGIV, WSOK, KDKO, WEDR, WTLC, WDAO.

UP AND COMING

LITE ME UP — HERBIE HANCOCK — COLUMBIA

JAMAICA — BOBBY CALDWELL — POLYDOR/POLYGRAM

LIVE IT UP — THE DRAMATICS — CAPITOL

TAKE ME BACK — COFFEE — DE-LITE

IT TAKES HEART — GREG PERRY — ALFA

BLACK RADIO HIGHLIGHTS

V103 — ATLANTA — SCOTTY ANDREWS, PD — #1 — R. PARKER
HOTS: S. Wonder, Lakeside, Tom Tom Club, Chi-Lites, R. Fields, Sister Sledge, Kool & The Gang, S. Weapon, Junior, Skyy, D. Ross, S. Robinson, B. Womack, Cameo, Xavier, Prince, O'Bryan, Pointer Sisters, Isley Brothers. ADDS: Stars On 45 III, T. Gonzalez, D. Williams, Bloodstone, Instant Funk, L. Vandross, J. Lucien, Lady, R. Dyson, G. Chandler. LP ADDS: J. Lorber, T. Troutman.

WWIN — BALTIMORE — CURTIS ANDERSON, PD — #1 — LAKESIDE
HOTS: B. Wells, Cheri, Junior, Skyy, B. Womack, Whispers, Lakeside, L. Vandross, Xavier, Bloodstone, Grand Master Flash, Cameo, Tomorrow's Edition, S. Robinson, Chi-Lites, Zoom, A. Bofill, O'Jays, Trouble Funk. ADDS: Mass Production, Valentine Brothers, Positive Express, Rose Royce, West Street Mob, Zalmack, Dramatics, H. Hancock, S. Brown, R. Dyson, Third World, Merge, Ozone, G. Perry, Kokomo. LP ADDS: Atlantic Starr

WILD — BOSTON — STEVE CRUMBLEY, PD — #1 — S. WONDER
JUMPS: 5 To 2 — C. Jankel, 9 To 4 — Lakeside, 15 To 5 — Chi-Lites, 16 To 8 — G. Benson, 18 To 15 — Kool & The Gang, 24 To 18 — War, 25 To 19 — Atlantic Starr, 26 To 23 — Dunn & Bruce Street, 27 To 24 — Skyy, 28 To 25 — T. Gonzalez, Ex To 21 — Brass Construction, Ex To 22 — Tomorrow's Edition, Ex To 26 — Instant Funk, Ex To 27 — P. Bryson, Ex To 30 — Cameo. ADDS: B. Womack, Bloodstone, Fat Larry's Band, Bar-Kays, S. Robinson, G. Adams, Cheri. LP ADDS: J. Lorber, B. Caldwell, Fat Larry's Band, O.C. Smith.

WUFO — BUFFALO — DAVE MICHAELS, PD — #1 — S. WONDER
HOTS: S. Robinson, Junior, Secret Weapon, Aurra, Whispers, B. Wells, Sister Sledge, Prince, Chocolate Milk, R. Woods, G. Benson, Imagination, Atlantic Starr, Jones Girls, Dunn & Bruce Street, L. Vandross, Tomorrow's Edition, Whatnauts, Rene & Angela. ADDS: Cheri, Atlantic Starr, B. Lavette, A. Bofill, G. Alexander, Search, Reddings, G. Washington, Kool & The Gang, Leonard Seely Heritage, B. Caldwell. LP ADDS: Aurra, Atlantic Starr, B. Summers, D. Siegel, F. Joli, Dazz Band.

WBMX — CHICAGO — LEE MICHAELS, PD — #1 — S. WONDER
HOTS: Whispers, S. Robinson, Tom Tom Club, D. Ross, Junior, Xavier, Hall & Oates, Sugar Hill Gang, "D" Train, Aurra, G. Knight, War, Q. Jones, Prince, Rene & Angela, Kool & The Gang, Zoom, Atlantic Starr, Jones Girls, Earth, Wind & Fire. ADDS: M. Wycoff, D. Williams, Skyy, West Street Mob, Lady. LP ADDS: C. Earland.

WCIN — CINCINNATI — EVERETT CORK, PD — #1 — WHISPERS
HOTS: Tom Tom Club, O'Bryan, Sister Sledge, S. Robinson, C. Cissel, Chi-Lites, AM FM, Prince, G. Duke, Lakeside, S. Wonder, G. Benson. ADDS: O'Jays, Shalamar, Skyy, LTD, Instant Funk, Taste Of Honey, R. Parker, Reddings, Merge. LP ADDS: O'Bryan, C. Cissel.

WJMO — CLEVELAND — ERIC STONE, PD — #1 — S. WONDER
HOTS: Aurra, Sister Sledge, Chi-Lites, S. Robinson, G. Duke, Jones Girls, Rene & Angela, Whatnauts, Four Tops, A. Bofill, Tom Tom Club, R. Woods, G. Benson. ADDS: Shotgun, Valentine Brothers, T. Browne, Skyy, Pleasure, C. Earland, West Street Mob, Shalamar, War, Kool & The Gang, Brass Construction.

WDAO — DAYTON — LANKFORD STEPHENS, PD — #1 — ZOOM
HOTS: G. Knight, LTD, C. Earland, One Way, R. Fields, Dazz Band, Atlantic Starr, G. Benson, Rene & Angela, R. Flack, T.S. Monk, R. Woods, Jigsaw, Kool & The Gang, Shalamar, P. Bryson, G. Washington, Taste Of Honey. ADDS: D. Byrd, T. Browne, Skool Boyz, L. Vandross, O'Jays, Booker T., Stars On 45 III, Cheri, B. Caldwell, S. Robinson, Rare Essence. LP ADDS: Shotgun, O'Bryan, Mass Production, Sun.

KDKO — DENVER — BYRON PITTS, PD — #1 — S. WONDER
HOTS: Bar-Kays, "D" Train, AM FM, Tom Tom Club, B. Womack, S. Robinson, Cameo, R. Parker. ADDS: B. Summers, West Street Mob, A. Cherry, O'Jays, Bloodstone, L. White. LP ADDS: ADC BAnd, O'Bryan, McCrarys, Mass Production, Sun, Instant Funk, R. Dyson.

WGPR-FM — DETROIT — JOE SPENCER, PD — #1 — S. WONDER
HOTS: Atlantic Starr, Dazz Band, Whatnauts, Brass Construction, Cheri, Taste Of Honey. ADDS: Reddings, O'Jays, D. Williams, Skyy, D. Lasley, R. Lewis, Fat Larry's Band, V. Burch, P. Bryson, B. Summers, Lime, Mystic Merlin. LP ADDS: Atlantic Starr, Merge, O'Bryan, Mystic Merlin.

WJLB — DETROIT — JOHN EDWARDS, PD — #1 — "D" TRAIN
HOTS: Aurra, LTD, S. Robinson, Whispers, Chocolate Milk, G. Duke, R. Fields, Sister Sledge, O'Bryan, Skyy, G. Benson, War, Atlantic Starr, Shalamar, Rene & Angela, T. Browne, S. Wonder, Junior, One Way. ADDS: P. Rushen, P. Austin, Zoom, Dazz Band, B. Caldwell, M. Franks.

KMJQ — HOUSTON — ROSS HOLLAND, MD — #1 — XAVIER
JUMPS: 8 To 3 — D. Ross, 18 To 6 — Atlantic Starr, 10 To 7 — Prince, 40 To 10 — R. Fields, 34 To 14 — O'Bryan, 22 To 17 — S. Robinson, 28 To 18 — J. Geils Band, 27 To 22 — A. Bofill, 29 To 25 — Sister Sledge, 36 To 26 — The Time, Ex To 28 — One Way, Ex To 29 — R. Parker, Ex To 38 — L. Vandross, Ex To 39 — B. Womack, Ex To 40 — G. Benson. ADDS: Stars On 45 III.

WTLC-FM — INDIANAPOLIS — KELLY CARSON, MD — #1 — XAVIER
HOTS: S. Robinson, Prince, Dr. Jeckyl & Mr. Hyde, ADC Band, AM FM, Sister Sledge, G. Benson, R. Fields, G. Duke, Trouble Funk, Jones Girls, C. Earland, Tomorrow's Edition, T. Gonzalez, LTD T-Connection, C. Cissel, Isley Brothers, A. Bofill. ADDS: Cheri, Was (Was Not), Instant Funk, Skyy, H. Hancock, Coffee, Stars On 45 III, Pleasure, St. Tropez, T. Browne, West Street Mob. LP ADDS: Xavier, J. Lorber, O.C. Smith, Shotgun, Fat Larry's Band, O'Bryan, Sun, Vogue, B. Caldwell.

KPRS — KANSAS CITY — DELL RICE, PD — #1 — S. WONDER
HOTS: Junior, S. Robinson, Hall & Oates, Sugar Hill Gang, O'Bryan, Chi-Lites, Whispers, Lakeside, Xavier, R. Woods, G. Benson, Prince, G. Duke, Manhattans, L. Vandross. Chocolate Milk, Sister Sledge, Pointer Sisters, O. Jones. ADDS: P. Bryson, Shalamar, West Street Mob, Dateline, Waldo, O'Jays, B. Always, Bloodstone, M. Wycoff, Pleasure, V. Asher, A. Franklin, ADC Band. ADDS: Cheri, Dramatics, Stars On 45 III, R. Dyson, G. Benson Was (Not Was), B. Collins, G. Perry. Mass Production, Shotgun, O.C. Smith, Reddings. LP ADDS: Sun.

KACE — LOS ANGELES — ALONZO MILLER, PD
HOTS: Whispers, Skyy, R. Fields, P. Bryson, S. Robinson, Bar-Kays, Shalamar. Lakeside, Kool & The Gang.

KGFJ — LOS ANGELES — J.B. STONE, PD — #1 — O'BRYAN
HOTS: S. Wonder, S. Robinson, Junior, Prince, Chi-Lites, Atlantic Starr, Sister Sledge, Tom Tom Club, G. Duke. ADDS: R. Woods, Taste Of Honey, St. Tropez, M. Britt, R. Dyson. LP ADDS: H. Hancock, Fat Larry's Band, ZZ Hill.

KDAY — LOS ANGELES — JON BADEAUX, MD — #1 — TOM TOM CLUB
HOTS: R. Fields, Junior, C. Jankel, Sister Sledge, R. Parker, War, G. Duke, Third World, G. Benson. ADDS: Stars On 45 III, Cameo, Brass Construction.

WDIA — MEMPHIS — CARL CONNER, PD
HOTS: O'Bryan, Xavier, B. Wells, S. Wonder, Cameo, R. Parker, O. Jones, R. Fields, War, Grand Master Flash, B. Lavette, O'Jays, P. Rushen, G. Knight, Atlantic Starr, Isley Brothers, Chi-Lites, Kool & The Gang, Bar-Kays, Tom Tom Club, Shalamar, Skyy. ADDS: B. Collins, Dazz Band, D. Williams, P. Bryson, West Street Mob. LP ADDS: ZZ Hill, T. Troutman.

WHRK-FM — MEMPHIS — RON OLSON, PD — #1 — S. WONDER
HOTS: G. Duke, Lakeside, Tom Tom Club, Cameo, G. Benson, R. Fields, Shalamar, Whispers, Junior, S. Robinson, Chi-Lites, Kool & The Gang, Prince. ADDS: O'Jays, D. Williams, The Time, Brass Construction, B. Collins. LP ADDS: ZZ Hill, T. Troutman, B. Womack. West Street Mob, Atkins, R. Dyson, Reddings, H. Hancock, Mass Production, Stars On 45 III, L. Ritenour.

WEDR — MIAMI — GEORGE JONES, MD — #1 — B. WELLS
HOTS: S. Wonder, Starpoint, Stone, Whispers, LTD, T-Connection, R. Fields, Empire, One Way, Invisible Man's Band, O. Jones, S. Robinson, Nite Bandit, O'Bryan, R. Parker, Taste Of Honey, Instant Funk, Cheri, Junior, Merge. ADDS: B. Caldwell, G. Washington, Stars On 45 III, Imagination, P. Bryson, G. Perry, T. Browne, Bar-Kays, Fat Larry's Band. LP ADDS: Xavier, Sun, R. Woods.

WAIL-FM — NEW ORLEANS — BARRY RICHARDS, PD — #1 — KOOL & THE GANG
HOTS: Grand Master Flash, Junior, S. Robinson, Xavier, S. Wonder, Q. Jones, Whispers, "D" Train, R. Parker, Sister Sledge, ADC Band, Aurra, G. Duke, Prince, J. Knight, J. Giels. Kano, Atlantic Starr, R. Fields, R. Stewart, Tom Tom Club, Human League, C. Jankel, O'Bryan, R. Woods, Starpoint, A. Bofill, Chocolate Milk, Taste Of Honey, Secret Weapon, G. Benson. ADDS: P. Rushen, E. Klugh, P. Bryson, J. Armatrading, Third World, Stars On 45 III, Bar-Kays, West Street Mob.

WYLD-FM — NEW ORLEANS — TONY BROWN, MD — #1 — S. WONDER
HOTS: S. Robinson, D. Ross, Junior, Skyy, O. Jones, Whispers, R. Fields, Sister Sledge, G. Duke. ADDS: E. Klugh, P. Rushen, Mel Brooks, Bloodstone, Vision, Cheri, P. Bryson. LP ADDS: Xavier, Merge, R. Dyson.

WWRL — NEW YORK — WANDA RAMOS, MD — #1 — SHALAMAR
HOTS: S. Wonder, S. Robinson, Commodores, Whispers, Aurra, Jones Girls, Atlantic Starr, G. Benson, Secret Weapon, B. Womack, Cheri, Third World, R. Fields, D. Williams, Taste Of Honey. ADDS: R. Parker, Kool & The Gang, R. Laws, Valentine Brothers. LP ADDS: O'Bryan.

WRAP — NORFOLK — JIMMY WILLIAMS, PD
HOTS: S. Wonder, O'Bryan, Kool & The Gang, "D" Train, Atlantic Starr, G. Duke, Junior, Sister Sledge, Tom Tom Club, G. Benson, Whispers, Lakeside, D. Ross, Prince, S. Robinson, Rene & Angela, Jones Girls, Manhattans, Taste Of Honey, Grand Master Flash. ADDS: Third World, D. Williams, Dazz Band, Instant Funk, Skyy.

WOKB — ORLANDO — BILLIE LOVE, PD — #1 — S. WONDER
JUMPS: 10 To 3 — LTD, 15 To 9 — Atlantic Starr, 16 To 8 — R. Fields, 11 To 7 — O'Bryan, 14 To 10 — G. Benson, 20 To 12 — One Way, 24 To 13 — G. Duke, 23 To 14 — Taste Of Honey, 21 To 17 — Sun, 35 To 32 — P. Rushen, 34 To 28 — O'Jays, 33 To 25 — War, 32 To 24 — Shalamar. ADDS: Kleeer, Controllers, Juicy, Reddings, D. Williams, Cheri, P. Rushen, R. Flack, A. Bofill, West Street Mob, Merge. LP ADDS: O'Bryan.

WDAS-FM — PHILADELPHIA — JOE TAMBURRO, PD — #1 — S. WONDER
HOTS: Tom Tom Club, Prince, S. Robinson, G. Duke, Xavier, Aurra, Junior, Atlantic Starr, Cheri, Whatnauts, Grand Master Flash, Third World, Pulse, Secret Weapon, R. Fields, Dunn & Bruce Street, AM FM, Sister Sledge, Chi-Lites, ADC Band, Stone. ADDS: Rhyze. S. Robinson, B. Collins, K. Diggs, One Way, Brass Construction. LP ADDS: One Way, Kokomo, Atlantic Starr, Neighbor's Complaint.

WAMO — PITTSBURGH — JON ANTHONY, MD — #1 — JUNIOR
JUMPS: 13 To 6 — AM FM, 12 To 7 — G. Benson, 16 To 12 — P. Rushen, 24 To 13 — Atlantic Starr, 34 To 15 — M. Wycoff, 28 To 22 — Fuse 1, 38 To 23 — Cameo, 30 To 24 — B. Wells, 31 To 25 — R. Parker, 36 To 26 — Kool & The Gang, Ex To 28 — Central Line, 33 To 30 — R. Fields, 37 To 31 — Skool Boyz, 39 To 35 — T. S. Monk, 40 To 36 — R. Ayers, Ex To 38 — J. Lucien, Ex To 39 — T. Browne, Ex To 40 — R. Woods. ADDS: Al Jarreau, R. Woods, Cheri, D. Williams, Coffee, O'Jays. LP ADDS: Harari.

WLLE — RALEIGH — CHESTER DAVIS, PD — #1 — SECRET WEAPON
HOTS: S. Wonder, S. Robinson, Grand Master Flash, B. Womack, D. Ross, Xavier, G. Benson, P. Bryson, Sugar Hill Gang. ADDS: P. Austin, Mass Production, O'Jays, R. Dyson, F. Knight, D. Williams. LP ADDS: Xavier, O'Bryan.

WENZ — RICHMOND — PAUL CHILDS, PD — #1 — S. WONDER
JUMPS: 9 To 6 — Lakeside, 14 To 10 — Prince, 17 To 14 — Chi-Lites, 21 To 15 — Xavier, 20 To 16 — Manhattans, 23 To 17 — G. Benson, 25 To 19 — G. Duke, 28 To 21 — Atlantic Starr, 29 To 23 — Grand Master Flash, Ex To 25 — Cameo, 30 To 26 — Four Tops, Ex To 27 — Shalamar, Ex To 28 — AM FM, Ex To 29 — Taste Of Honey, Ex To 30 — B. Wells. ADDS: Skyy, Bloodstone, P. Rushen, Instant Funk, R. Dyson, B. Womack, West Street Mob, E. WattsuLP ADDS: War, One Way. Gangsters, G. Adams.

KATZ — ST. LOUIS — A.J. KEMP, PD — #1 — R. FIELDS
JUMPS: 8 To 3 — Chi-Lites, 6 To 4 — J. Knight, 9 To 5 — Kool & The Gang, 21 To 6 — Atlantic Starr, 25 To 9 — Taste Of Honey, 23 To 16 — D. Williams, Ex To 17 — B. Womack, Ex To 19 — R. Flack, Ex To 20 — One Way, Ex To 22 — RG&B. ADDS: D. Lasley, A. Franklin, R. Parker. Zoom. B. Always, J. Knight, Stars On 45 III.

KMJM — ST. LOUIS — STEVE WEED, PD — #1 — S. WONDER
HOTS: O. Jones, Tom Tom Club, Hall & Oates, Skyy, R. Fields, Grand Master Flash, Xavier, The Time. ADDS: Stars On 45 III, D. Williams.

WZEN-FM — ST. LOUIS — A.J. KEMP, PD — #1 — R. FIELDS
JUMPS: 9 To 6 — Xavier, 10 To 7 — Dr. Jeckyl & Mr. Hyde, 18 To 8 — "D" Train, 29 To 9 — Atlantic Starr, Ex To 10 — Cheri, 19 To 15 — O'Bryan, 28 To 17 — G. Duke, Ex To 26 — Whatnauts, Ex To 27 — Fat Larry's Band, Ex To 28 — D. Williams. Ex To 29 — Bar-Kays, Ex To 30 — Cameo. ADDS: Isley Brothers, Sequence, War, J.L. Ponty, Brass Construction, Skyy, Ferrari, C. Earland, P. Rushen, Stone, Instant Funk, Stars On 45 III. LP ADDS: T. Browne, Gemini, Switch, T-Connection.

KSOL — SAN FRANCISCO — MARVIN ROBINSON, PD — #1 — S. WONDER
HOTS: G. Duke, S. Robinson, Junior. R. Fields, Sister Sledge, Atlantic Starr, G. Benson, Prince, Skyy. ADDS: Chi-Lites, Reddings.

OK100 — WASHINGTON — HARRY BOOMER, MD — #1 — PRINCE
HOTS: G. Benson, War, P. Rushen, Tom Tom Club, O'Bryan, Atlantic Starr, O'Jays, S. Wonder, G. Duke, Whispers, Third World, R. Parker, Kool & The Gang. ADDS: Pulse, Dramatics, E. Starr, Stone, Cheri.

TOP 30 ALBUMS

		3/27	Weeks On Chart
1	**THE DUDE** QUINCY JONES (A&M SP-3721)	2	52
2	**THE GEORGE BENSON COLLECTION** (Warner Bros. 2HW 3577)	1	20
3	**COME MORNING** GROVER WASHINGTON, JR. (Elektra 5E-562)	3	17
4	**DREAM ON** GEORGE DUKE (Epic FE 37532)	5	5
5	**OBJECTS OF DESIRE** MICHAEL FRANKS (Warner Bros. BSK 3600)	4	10
6	**MYSTICAL ADVENTURES** JEAN-LUC PONTY (Atlantic SD 19333)	6	8
7	**BREAKIN' AWAY** AL JARREAU (Warner Bros. BSK 3576)	9	33
8	**CRAZY FOR YOU** EARL KLUGH (Liberty LT-51113)	10	22
9	**WEATHER REPORT** (ARC/Columbia FC 37616)	8	7
10	**LIVE AT THE SAVOY** RAMSEY LEWIS (Columbia FC 37687)	12	5
11	**WYNTON MARSALIS** (Columbia FC 37574)	13	9
12	**IT'S A FACT** JEFF LORBER (Arista 9583)	16	2
13	**RIO** LEE RITENOUR (Musician/Elektra E1-60024)	14	4
14	**ELECTRIC RENDEZVOUS** AL DI MEOLA (Columbia FC 37654)	7	9
15	**FEELING GOOD** ROY AYERS (Polydor/PolyGram PD-1-6348)	17	4
16	**REFLECTIONS** GIL SCOTT-HERON (Arista AL 9566)	18	29
17	**ECHOES OF AN ERA** VARIOUS ARTISTS (Elektra E1-60021)	11	10
18	**RIDE LIKE THE WIND** FREDDIE HUBBARD (Musician/Elektra E1-60029)	19	3
19	**SILK** FUSE ONE (CTI 9006)	20	12
20	**EARLAND'S JAM** CHARLES EARLAND (Columbia FC 37573)	—	1
21	**SOMETHING ABOUT YOU** ANGELA BOFILL (Arista AL 9576)	22	10
22	**BLUE HORIZON** ERIC GALE (Musician/Elektra E1-60022)	23	3
23	**CHARIOTS OF FIRE** ERNIE WATTS (Qwest/Warner Bros. OWS 3637)	21	10
24	**DAN SIEGEL** (Elektra E1-60037)	25	2
25	**THE LADY AND HER MUSIC — LIVE ON BROADWAY** LENA HORNE (Qwest/Warner Bros. 2OW 3597)	26	3
26	**SLEEPWALK** LARRY CARLTON (Warner Bros. BSK 3635)	15	10
27	**THE GRIFFITH PARK COLLECTION** VARIOUS ARTISTS (Musician/Elektra E1-60025)	—	1
28	**EVERY HOME SHOULD HAVE ONE** PATTI AUSTIN (Qwest/Warner Bros. OWS 3591)	28	23
29	**AMARCORD NINO ROTA** VARIOUS ARTISTS (Hannibal HNBL 9301)	29	9
30	**THE GLORY OF . . .** ALBERTA HUNTER (Columbia FC 37691)	—	1

ON JAZZ

WATTS THE WORD — The last year has seen a real turnaround for saxophonist **Ernie Watts**. A first class studio musician, Watts built his reputation performing on albums by such diverse artists as **Barbra Streisand, the Crusaders, Earth, Wind & Fire, Boz Scaggs, Frank Zappa, Rickie Lee Jones** and **Quincy Jones**. A permanent member of the *Tonight Show* orchestra, Watts seemed pretty well married to the Southern California scene until he received a call last year from **Mick Jagger**, asking him to replace **Lee Allen** as the saxophonist on the **Rolling Stones** tour. Playing night after night to stadium-size crowds, Watts soon became one of the most widely recognized jazz musicians in America. Slipping off between dates, he cut a solo album for Quincy Jones' new Qwest label. The album, "Chariots Of Fire," has been steadily riding the jazz charts since its release, cementing Watts' rep as a soloist and performer of wide appeal. "I really thank God for the opportunity to keep trying," Watts recently told us when asked about his recent rise. "It's so hard to get a deal today, even with a small label." Watts' date for Qwest, a natural outgrowth of his long professional relationship with Jones, was on the boards before the offer came in from the Stones. "The whole album came up real fast," recalled Watts. "Quincy liked the music from the film, and then we picked some other tunes. But then the Stones thing happened — and incidently, Quincy was the one who recommended me — and I went off to San Diego to play with them. While I was out on the road, Quincy called the guys who were going to play on the record and got some of the tracks down. After the tour played in San Francisco, I had a few days off so I flew down and did all the sax parts. It was almost all down on first or second takes, so it was finished in two days, and I flew out and met the Stones in Orlando." Although he's now enjoying some success of his own, Watts is content to hang around L.A., gigging regularly at Donte's with his quartet and working the *Tonight Show*. "I tell you," he said, "the Stones have totally spoiled me — the whole thing was first class all the way, always flying in a private 727 and having the top two floors in the best hotels. Not to mention all the little perks and fringes." However, Watts still gets out, recently performing with **Rufus** at its tenth anniversary concert at the Savoy in New York and as part of the group on **Sarah Vaughan**'s live orchestra date for Columbia.

CROSSING *— Oregon-based crossover jazzist Dan Siegel recently entered an exclusive recording agreement with Elektra/Asylum Records, which recently released his self-titled debut for the label. Pictured following the signing are (l-r): Kenny Buttice, E/A senior vice president, A&R; Siegel; and Allen Kovac of TDA Management, which handles Siegel.*

SONNY GREER — Drummer **Sonny Greer** passed away last week at the age of 86. Greer, frequently credited with being the man who brought **Duke Ellington** to New York, worked with Duke from his earliest beginnings until the mid-'50s. A straight-forward, masterful drummer, Greer's use of multiple percussion set-ups, including tympanies, chimes and bells, was a major part of the Ellington sound, especially during the composer's "jungle

(continued on page 52)

Labels Reluctant To Test New Packages For Cassette Tapes

(continued from page 35)

president for AGI, said, "We spent $50,000 in development of the 4"x9" package, it didn't seem to bring the industry any closer to agreeing on a single configuration."

Agreeing, Floyd Glinert, executive vice president at Shorewood, said the 6"x6" package test also didn't receive the proper opportunity for testing.

"We spent about $100,000 in development of the package and to getting it properly tested," Glinert said. "But I see no attempt by the industry to move closer to an industry standard."

Convinced that as a manufacturer Capitol Records has done its share toward providing retailers with a cassette package that fits retailers' existing fixtures, Dennis White, vice president of marketing for the label, said, "The ball is now in the retailers court.

"We are not planning any other testing of cassette packaging at this time," White continued. "It's up to the accounts to determine which package they want to use. I can't start going around making a different package for each retailer. That's just not logical."

More Tests Needed

But, according to Joe Cohen, executive vice president of the National Assn. of Recording Merchandisers (NARM), more testing by the manufacturers, with better monitoring and qualitative review of test results, should be undertaken.

"The manufacturers have to take a chance with cassette packaging," he said. "Better controls on the way the tests are conducted would ensure that the industry collected information that would be of value toward development of an industry standard package."

Stan Layton, vice president of sales at Chrysalis, agreed that the 6"x6" test failed at the retail level, saying that there was really not testing at all.

"Nobody wanted to get involved," Layton lamented. "We got no dealer support in this test, but dealers all agree they'd like a better cassette package."

He also agreed with Cohen that it is incumbent upon the manufacturers to develop an industry standard for cassette packaging that the labels would then sell to their accounts. But Layton stressed that there had to be greater cooperation among manufacturers before this goal could be achieved. "I didn't even get a call from the other labels participating in the (6"x6") test to find out the kind of response it got," he said.

With the labels not committing themselves at present to any cassette packaging, some dealers, particularly the racks, have maintained that incentive programs like WEA's at least encourage dealers to find ways to openly merchandise tape product.

According to Harold Okinow, president at the Minneapolis-based Lieberman's and chairman of NARM's rack jobbers committee, "The WEA program is the best thing going because it would seem as though the industry will never be able to agree on one effective tape package."

The WEA tape merchandising incentive program, which began last Jan. 25, calls for a two percent discount extended to net purchase of all WEA tape product, including 8-track tapes.

To qualify, a dealer must openly display tapes so that they can be handled by the consumer, who can then select titles for purchase and take them to the sales counter without help of sales staff. The cassette tapes, according to WEA, can be displayed in the original form or enhanced through packaging designed to cut pilferage.

Many of the racks, which have been using a variety of enhanced tape packaging — everything from the 4"x12" spaghetti bo[x] to the Norelco box shrink-wrapped to a 12"x12" flat with the album graphics — suggest that the WEA program allows them to defray costs in repackaging cassettes. Some say the packaging enhancements cost as much as 25 cents per unit.

While Glinert at Shorewood and NARM's Cohen felt the WEA program was a "good start," Chrysalis' Layton said, "Why should we have to give the dealers an incentive on a cassette package when we offered them a package and they wouldn't accept it? Why do I have to cut into my bottom line?"

Despite the outcome of the 6"x6" and 4"x9" tests, some manufacturers are moving ahead with testing of cassette product. Most recently, Elektra/Asylum Records announced plans to release the Richard Simmons' exercise product in a cassette package that includes all of the album graphics and a booklet describing the exercises, the same extras that come with the LP. The cassette is bubble shrink-wrapped to the package so that it can be merchandised along side the album.

On the independent label front, MacDonald Moore's American Artist Music, a small company specializing in audiophile quality cassettes, releases all of its product in paper-back book-sized packages, featuring full graphics, liner notes and information inside about the act.

According to Moore, "The idea was to develop a package that provided greater visual appeal and something that the customer could feel and handle."

Moore said that he realizes that the package helps cut down on pilferage, but added that "people who steal will steal anything when they put their mind to it. The larger packaging just makes it a bit harder."

Pendergrass Stable Following Surgery

by Jeffrey Ressner

LOS ANGELES — Philadelphia International Records artist Teddy Pendergrass underwent a three-hour operation March 24 in order to "stabilize" a neck fracture resulting from an auto accident that left the singer paralyzed from the chest down earlier this month. According to hospital spokespersons, the renowned R&B performer "tolerated surgery well" and, at press time, was listed in "stable condition."

Following the operation, which was handled by both neuro- and orthopaedic surgeons at the Thomas Jefferson University Hospital Regional Spinal Cord Injury Center in Philadelphia, Pendergrass was taken to an intensive care unit to awaken from the anesthesia and remain under close observation.

At a half-hour press conference held after the surgery was completed, Francis J. Sweeny, M.D., a hospital administrator, described the operation in detail. Said Sweeny: "Mr. Pendergrass' vertebral column was stabilized from the 4th to the 7th cervical vertabrae (i.e., from the middle to the bottom of the neck.) The fractures were extensive and care was taken so there was no further damage to the spinal cord." Dr. Sweeny further stated that the stabilization procedure used a piece of bone removed from Pendergrass' leg as a graft, enabling him to hold his neck erect to prevent the loss of any neurological functions.

Currently, the soul crooner is paralyzed with functional use and sensations in only his shoulders and elbows. Despite the physical trauma, however, Pendergrass was reported to be in "excellent spirits" while awaiting the delicate operation, even to the extent of singing in his hospital bed.

(continued on page 52)

INTERNATIONAL DATELINE

Argentina

BUENOS AIRES — **Hecio Cuomo**, president of the local CBS branch, is going to retire in short time due to illness. His duties will be fulfilled by **Roberto Lopez**, as general manager of the company. Lopez joined CBS a few weeks ago as assistant to Cuomo and comes from a long career in the record business in Argentina, Chile and Mexico. Another move in CBS has been the resignation of A&R manager **Francisco Marafiotl**.

Eduardo Dl Bella has been appointed sales manager of BGM Records, a company owned by **Oscar Kirosky**, which has been active for some time in the budget-priced field. BGM owns a huge amount of masters recorded on a flat fee basis by many well-known artists from different stages of their careers, which allows the label to offer lower than usual prices, since no royalties are involved. Now the company will work towards a stronger profile in several parts of the country and has released a single cassette with tunes devoted to soccer club San Lorenzo, which this year has been starring the "B" class games, after losing his "A" class status last season. The comeback has attracted thousands of fans to the game fields and will probably sell cassettes, too.

Ruben Aprlle, head of Interdisc, is returning to Buenos Aires after a trip abroad to secure new catalogs for his company. As we have reported before, he recently signed Tamla/Motown, Fania and other labels, and several indie productions that will be marketed during this season. Now, he has been conducting negotiations towards several other well known labels, helped by his extremely successful handling of the K-tel line in this market during the past years.

Marlo Kamlnsky of Microfon has reported to **Cash Box** that his project to start the operation of a tape duplicating plant in Mexico has been postponed. Microfon's projects now are the launching of a "cassette club" in Argentina, in tie with Editorial Perfil, publishers of several magazines, and a curtailing of the artistic roster, which will be limited to the strongest names in each field.

Adolfo Pino of RCA has returned from a trip to Spain and the States as part of his duties in the Latin markets area. As it is known, the regional offices, headed by Pino, were moved some time ago from Rio de Janeiro to Buenos Aires.

miguel smirnoff

Brazil

RIO DE JANEIRO — On the subject of carnival, the parade of the Division Onesamba schools (12 in all), took a mere 18 hours to complete, which must be some sort of record for what is after all a continuous song festival. Can anyone name any other event that can run it close? The winner this year was **Imperlo Serrano** with the song "Bum, Bum Paticumbum Prugurundum," its first win in 10 years. runner-up was **Portela**.

As every year, the parade was watched by a large number of music business celebrities from Brazil and abroad. **Olivia Newton-John, John Farrar, Barry White,** and two of **The Police** were joined by **Neil Sedaka, Regine, Jane Birkin,** and on the Brazilian side, **Beth Carvalho, Fafa de Belem, Alcione, Roberto Carlos** and **Jorge Ben**.

CBS has announced that **Simone's** latest album "Amar," her first for CBS since moving from EMI, has gone platinum (250,000 copies), and will now be released in the U.S. The decision was taken after Simone performed at the CBS convention in Puerto Rico.

One of Brazil's top singers **Elis Regina**, died tragically under mysterious circumstances earlier in the year. Elis was one of Brazil's most revered artists and with her style and class could quite possibly have cracked markets outside of Brazil.

christopher pickard

Japan

TOKYO — Total sales for Warner/Pioneer in the 12th fiscal term (Nov. 21, 1980 to Nov. 20, 1981) reached 12.7 billion yen ($55.0 million), a 15% decrease from the prior fiscal term. Breaking down sales by configuration, record sales brought in 10 billion yen ($43.3 million), down 14% from the previous period; and tapes, which earned 2.4 billion yen ($10.2 million), representing a 23% drop from the previous period. Artist and product that sustained the company's sales during the period included **Stars On, John Lennon, Rod Stewart, Queen, Christopher Cross, New Yorkers, Pony, Grover Washington, Jr.** and **Donna Summer**. Japanese music that was successful during the fiscal term consisted of "Banri No Kawa" and "Horonin" by **Chage & Asuka**, "Dakaretai Mouichido" and "You" by **Elkichi Yazawa**, and "Ekisha" and "Seiseiruten" by **Masashi Sada**.

Musemate, Inc., is a new company established here by Discomate Record Co., Ltd. **Toshiro Hoshino**, managing director of Discomate, has been named president of the new firm. The purpose of the new company will be to control and manage Studio Discomate, which manufacturers original music for preproduction, promotion, and merchandising. Capital investment for the company is 10 million yen ($43,500), 50% of which comes from Discomate. The new company is located at 114 of Pare Royal Akasaka No. 1, 2-17-54, Akasaka, Minato-Ku, Tokyo, Japan 107.

Akira Toyozumi who is chief of the business division of the Japan Phonograph Record Assn. (JPRA), was recently appointed official secretary of the JPRA, effective Feb. 10.

kozo otsuka

INTERNATIONAL PROFILE

Paris: New English Group Combines Talents Of Award-Winning Members

by Paul Bridge

LONDON — Despite the fact that Paris' first single has just been released (on Hansa through Ariola), the members of the band have already been responsible, as writer, producer, performer or musician, for records that have collective sales of over 40 million copies. In fact, the group's first single, "Have You Ever Been In Love," is a broken-hearted love song of such quality that in itself it was responsible for the formation of the group.

Andy Hill, who wrote the song, is also the composer and producer of Bucks Fizz which is the only act since ABBA to win the Eurovision Songcontest and then go on to have more than one hit. As Hill toured the record companies, publishers and producers with a demo recording of "Have You Ever Been In Love," he met the same response repeatedly, as he put it: "Whenever I played the tape, whoever was listening always said that they liked by own vocal so much that they felt I should record it myself."

That scenario was acted out several times starting roughly a year ago, and Hill finally took the plunge and decided to put together a group, not just for one song, but to be a long-term commitment.

First to join the embryo outfit was Nichola Martin, who was no stranger to success, having been a member of the group Rags, which won the 1977 World Song Festival in Tokyo and came in second in the same year's competition to find England's Eurovision entry. She had worked with Hill

Paris

previously, for it was she who "put together" Bucks Fizz and introduced them to him.

In Paris she shares vocals and plays keyboards. She explains her coming to Paris thus: "I was in contact with Andy quite frequently. I'd worked on all the Bucks Fizz recordings, and I was well aware of what was happening with his demo tape. We decided to form the group as a project distinct from anything else either of us might be involved in. We approached many record companies and found ourselves in the enviable position of being wanted by all of them."

Graham Broad plays drums, is an accomplished session musician and has toured with such major artists as Ben E King, The Drifters and, more recently, Dollar and The Nolans. The quartet is completed by guitarist Ian Bairnson, who was a member of Pilot, a group that enjoyed a string of hits in the early '70s.

The past experience of the quartet provided an excellent creative base for the group, and the first single should be followed shortly by an album of material as strong as this first single.

CRI Restructures European Operations

NEW YORK — CBS Records International (CRI) has restructured its European creative operations, naming Jenny Bier, director, tours and promotion; Pierre Sissman, director, marketing; and John Corba, director, marketing services and special projects.

While Bier's new position charges her with establishing priorities and making advance plans for all tours and promotional visits to Europe; Sissman will oversee all artist oriented marketing activities for all CRI labels. At the same time, Corba will coordinate all new releases, creative services and pricing of European product lines.

Concurrent with this restructuring, CRI's European operations has created a product management staff accountable to Sissman, and named Willie Wendt product manager for all CBS division artists who orginate in the U.S.

In addition, Celia Baird-Smith has been named product manager, CRI Associated Labels.

Tokyo Fest Acts Set

TOKYO — Fourteen singers from eight countries will be competing March 28 in the 11th annual Tokyo Music Festival International Contest, to be held at the Nihon-Budokan-Hall here.

Four of the entries are Japanese artists who were selected last week at the Tokyo Music Festival Domestic Contest also held here.

The 10 international finalists include: John O. Banion (U.S.) for "I Don't Wanna Lose You"; Claire d'Asta (France) for "La Chanson de Prevert"; Angie Gold (Great Britain) for "Get It Over With"; Helen Reddy (U.S.) for "Never Say Good Bye"; Johnny Ip (Hong Kong) for "Awaiting Fate"; Moon Juran (Korea) for "Tooi Hoshi"; Shari Lynn (U.S.-Hawaii) for "Just Once"; Alessandra Mussolini (Italy) for "Love is Love"; Davy Jones (Great Britain) for "You'll Soon Be Sixteen"; and Ric Segreto (Philippines) for "Give Me A Chance."

INTERNATIONAL BESTSELLERS

Argentina

TOP TEN 45s

1 **Envoltorlo De Palabras** — Zum Zum — Interdisc
2 **Quema Caucho Sobre Ml** — Gap Band — PolyGram
3 **Ana, Yo No Soy Tu Principe Azul** — Silvestre — Music Hall
4 **Que Idea** — Pino D'Angio — Microfon
5 **Menta Y Limon** — Roque Narvaja — Discosa/Interdisc
6 **Sigue Ballando** — Doris and The Pins — PolyGram
7 **Te Quiero** — Jose Luis Perales — Music Hall
8 **En Ruta De Nuevo** — Barrabas — Discosa/Interdisc
9 **Ensayo General** — Aldo Monges — Microfon
10 **Amor No Me Ignores** — Camilo Sesto — Ariola/Microfon

TOP TEN LPs

1 **17 Top Hits** — various artists — PolyGram
2 **La Historia De Un Idolo** — Los Panchos — CBS
3 **Hooked On Classics** — Royal Philharmonic — Interdisc
4 **Maria Elena Walsh** — Maria Elena Walsh — K-tel/ATC
5 **Innamorati** — various artists — Interdisc
6 **Mix One** — Malvaho — Music Hall
7 **Musica Para Tu Coche** — various artists — CBS/ATC
8 **Un Amante De Carton** — Roque Narvaja — Discosa
9 **Greatest Hits** — various artists — CBS/ATC
10 **Star Show Golden** — various artists — Interdisc

—Prensario

Japan

TOP TEN 45s

1 **Kokoro No Iro** — Masatoshi Nakamura — Nippon Columbia
2 **Wedding Bell** — Sugar — For Life
3 **Chako No Kalgan Monogatari** — Southern All Stars — Victor
4 **Akai Sweetpea** — Seiko Matsuda — CBS/Sony
5 **Ikenai Rouge Magic** — Seishiro Kino, Ryuichi Sakamoto — London
6 **Irotsuki No Onnade Itekureyo** — The Tigers — Polydor
7 **Kimini Barabara To Yuukanji** — Toshihiko Tawara — Canyon
8 **Yume No Tochu** — Takao Kisugi — Polydor
9 **Suzume** — Keiko Masuda — Warner/Pioneer
10 **Koibitotachi No Cafeterrace** — Yoshie Kashiwabara — Nippon Phonogram

TOP 10 LPs

1 **Memorial** — Masatoshi Nakamura — Nippon Columbia
2 **For You** — Tatsuro Yamashita — RVC
3 **Sugar** — Sugar Dream — For Life
4 **Central Park Concert Live** — Simon & Garfunkel — CBS/Sony
5 **Bucchigiri Top** — Yokohama Ginbae — King
6 **Yumemiru Korowo Sugitemo** — Junko Yagami — Disco
7 **Sayonara Konnichiwa** — Tsukasa Ito — Japan
8 **On The Road** — Shogo Hamada — CBS/Sony
9 **Yumeno Tochu** — Takao Kisugi — Polydor
10 **Watakushi Kara No Tegami** — Chiharu Matsuyama — News

—Cash Box of Japan

United Kingdom

TOP TEN 45s

1 **Seven Tears** — The Goombay Dance Band — CBS
2 **Poison Arrow** — A.B.C. — Neutron
3 **The Lion Sleeps Tonight** — Tight Fit — Jive
4 **Mickey** — Toni Basil — Radial Choice
5 **Just An Illusion** — Imagination — R&B
6 **Love Plus One** — Haircut 100 — Arista
7 **Quiereme Mucho (Yours)** — Julio Iglesias — CBS
8 **Go Wild In The Country** — Bow Wow Wow — RCA
9 **Classic** — Adrian Gurvitz — RAK
10 **Layla** — Derek & The Dominoes — RSO

TOP TEN LP's

1 **Pelican West** — Haircut 100 — Arista
2 **The Gift** — The Jam — Polydor
3 **Love Songs** — Barbra Streisand — CBS
4 **Non-Stop Erotic Cabaret** — Soft Cell — Some Bizarre
5 **The Fun Boy Three** — Chrysalis
6 **Doctor Heckle & Mr. Jive** — Pig Bag — Y
7 **One Night At Budokan** — The Michael Schenker Group — Chrysalis
8 **Action Trax** — various artists — K-tel
9 **Pearls** — Elkie Brooks — A&M
10 **All For A Song** — Barbara Dickson — Epic

—Melody Maker

WCI Study Reveals Extent Of U.S. Home Taping Problem

(continued from page 7)

over 2.04 billion selections being duplicated (which, when considered by the formula of 10 selections being equivalent to one LP, comes out to approximately 204 million more LPs).

The losses to the industry were compounded by the fact that a significant number of home tapers duplicated borrowed records or tapes, from the radio and TV and from live performances, thus avoiding completely any financial outlay beyond purchase of the blank tape unit. Of the 251.7 million complete albums duplicated, 85.2 million were from borrowed records or tapes, and 53.6 million units were from the radio. Less than half, 112.9 million units, were duplicated from records or tapes purchased by the home taper.

Selection Taping Same

Much the same occurred with the duplication of individual selections. Of the 2.04 billion selections taped, only 33%, or 666 million selections, were from records or tapes owned by the home taper. A full 61% of the selections were recorded from borrowed records or tapes or the radio and TV. Broken down, 21% of the total selections duplicated, or 440.5 million selections, were taped from borrowed records and tapes; while 40%, or 822.4 million selections, came from the radio or TV. A final six percent, or 115.3 million selections, were taped at live performances.

In terms of style, rock was far and away the favorite of home tapers, with 38% saying it was the genre they most often taped. Soul/R&B/disco followed at 17%, with country not far behind at 12%. Surprisingly, classical music was next in line, with fully nine percent of all home tapers saying it was the style they taped most often, ahead of the seven percent who taped contemporary pop vocals most often. Other styles mentioned included beautiful music (four percent), sacred/gospel (three percent) and jazz (two percent).

One area where the survey dispelled some popular misconceptions was in its description of the typical home taping culprit. Contrary to popular belief, the most voracious home tapers are white males, 20-34 years old, with at least a high school education and an annual salary in excess of $20,000. Low income persons without a high school degree apparently do not present much of a home taping threat.

As a function of age, the 20-34 years old demographic accounted for 50% of the album tapers and 69% of the LPs taped, and 41% of the selection tapers and 56% of the selections taped. No other age group came close. In the area of race, white males overall accounted for 54% of the album tapers and 60% of the LPs taped, and 47% of the selection tapers and 46% of the selections taped. Next largest group is white females, who account for 34% of the album tapers and 29% of the LPs taped, and 42% of the selection tapers and 43% of the selections taped. Black males and females accounted for eight percent and four percent, respectively, of the album tapers and nine percent and two percent of the LPs taped. They also accounted for six percent and five percent, respectively, of both percentage of selection tapers and selections taped.

Respect Music

Other data compiled by the survey suggested that home tapers generally consider themselves more knowledgeable about and more committed to music than non-tapers. In addition, home tapers seem to hold music in higher esteem than non-tapers.

The survey, probably the most comprehensive of its kind to date, was developed by Dr. Martin Fishbein of the University of Illinois and Michael Kapp, Warner Special Products president, the same team that has worked for the past few years on WCI consumer surveys. The latest report was compiled from 2,370 face-to-face interviews conducted in May and June of 1980.

Record Industry Coalition To Support Bills For Home Taping Exemption

(continued from page 7)

(CRT). The Edwards Bill is the House version containing the same points.

Each bill calls for a levy to be paid by manufacturers and importers of recording equipment and blank tape.

In a statement sent out by the coalition March 22, the group said that if Congress does not act on the proposed legislation, the escalating practice of home taping, encouraged by the availability of several lines of inexpensive, high-quality equipment, will continue to threaten the future of American music.

The statement said that approximately 84% of the albums recorded and released fail to recover costs. The few hit items are usually copied, and revenues from such records, normally used to subsidize specialty music like jazz, gospel and classical, is diminished through home taping.

The statement also contended that, in addition to the reduction of new releases caused by home taping, price increases and limited job opportunities in the recording industry are other consequences brought about by home taping.

The coalition statement also cited a current Warner Communications, Inc. (WCI) consumer study on home taping that offered substantial figures on the latitute of home taping problem (see separate story).

The first move by the coalition in support of the pending legislation, according to a spokesman for the RIAA, was to file a position paper with both houses of Congress, a move that took place March 26, and then to follow the bill through its committee review and back to Congress.

The spokesman also said that members of coalition groups would be encouraged to support the legislation through their local representatives.

Members of the Coalition to Save America's Music include: American Federation of Musicians; American Federation of Television & Radio Artists; American Guild of Authors and Composers; American Society of Composers, Authors and Publishers; Black Music Assn.; Broadcast Music, Inc.; Country Music Assn.; Gospel Music Assn.; Music Publishers' Assn. of the United States; Nashville Music Assn.; Nashville Songwriters Assn., International; National Academy of Popular Music; National Academy of Recording Arts & Sciences; National Music Council; National Music Publishers' Assn.; Recording Industry Assn. of America; RIAA/VIDEO; and SESAC Inc.

Farr Productions Bows

NEW YORK — Farr Prods., Ltd., a management, production and distribution company, opened in New York. Farr Horizons Records and Tapes, its record arm, is releasing "The Preppy Song," a novelty single by Oscar Brand, later this month. Farr Prods. is located at 962 Lexington Ave., New York, N.Y. 10017.

CBS SONGS GATHERING *— CBS Songs' domestic, U.K. and Canadian creative staffs recently convened in Los Angeles for a series of professional meetings where all of the company's publishing activities were discussed. Pictured during a break in the meetings are (l-r): Mel Ilberman, vice president/general manager, CBS Songs; Ned Shankman, Shankman/DiBlasio Management; Nancy Brennan, CBS Songs International; Jay Graydon, writer/record producer; Lucian Graine, April Music U.K.; Harvey Shapiro, vice president/general manager, CBS Songs International; Wayne Patton, director of publishing, April Music Canada; and Mike Stewart, president, CBS Songs.*

Mixed Reaction To PolyGram 45 Policy

(continued from page 14)

added that her PolyGram salesman had assured her that "we should be making out on it with credit, because our returns percentage is nowhere near 40 percent."

Handled Change Well

While admitting that it's "a little scary to look at the policy and think you're not going to be working on a 100 percent return privilege," Walsh lauded PolyGram's handling of the switch. "PolyGram did clean up the streets before the announcement," she said. "They had a deletion list which was very kind, and it's not like everyone has a lot of junk on the street right now. The label is fairly clean. I think that's one of the reasons why people aren't upset."

One buyer who was upset was Ben Karol, president of the New York-based King Karol stores. "The responsibility for keeping returns in its proper place as far as singles are concerned rests with the marketing department of the distributor," said Karol. "If they can't handle it, they ought to go out of the singles business, which is the same as saying they ought to go out of the record business. There's no reason to sell a guy 10,000 records on the first shot. Sell him 1,000. See what happens, promote the thing and watch it. But they think they can constantly shift their responsibility to the dealer. This shows a total callousness."

When questioned as to how the new returns policy would affect his purchasing, Karol remarked that "if they've got a smash we'll buy a box at a time. If it's not a smash, we won't even let it in the place."

Although not as virulent, other buyers agreed that their purchases would become more conservative. "We're certainly going to tighten up," said Stark's Tidwell. "We're going to be even more selective than we have been in terms of buying new releases, and I'm sure other buyers are going to look real close at what they buy, looking for name artists and the sure fire hits." Adds Tone's Sansone: "We've pretty much given everything a shot in the past. That'll have to change now."

While most felt the ceiling would hurt the use of singles as a promotional tool for new and developing acts, buyers still expressed faith in the singles market.

"I don't think we'll see any shrinkage on the customer level," said Debra Moper of Denver, Colo. Dan Jay Music Inc. "I don't think it will affect sales that much because they don't seem to have dropped that much with the price hikes. It really amazes me, but people will still pay the higher prices."

Pendergrass Stable Following Surgery

(continued from page 50)

After the results of the operation come to light within the next few weeks, the singer is slated to begin extensive therapy under the guidance of Jay D. Roberts, M.D., a rehabilitation medicine specialist who was an attending physician during Wednesday's surgical procedure. While doctors are uncertain about the future extent of his paralysis, a spokesperson for Alive Enterprises, Pendergrass's management firm, confirmed disclosures that the singer may be confined to a wheelchair for the rest of his life.

Details of how the auto accident occurred are still shrouded in mystery, but Philadelphia police stated that while driving along a "winding highway" in the Germantown section of the city, Pendergrass' 1980 Rolls Royce went out of control, struck a guard rail, hit the median, crossed over into the opposite traffic lane and finally crashed into two trees, demolishing the vehicle. A professional female impersonator, John/Tanika Watson, was riding with the singer at the time of the incident, but escaped from the wreckage unscathed. Pendergrass was admitted to the Spinal Chord Injury Center of Thomas Jefferson University Hospital in the early morning of March 18. The songstylist turned 32 on March 26, and was recently nominated for a Grammy award for his tune "I Can't Live Without Your Love."

ON JAZZ

(continued from page 50)

band" period of the '20s and early-'30s, and is now thought of by many drummers as having been way ahead of its time. A resident of New York, Greer continued his affiliation with Ellington even after his departure from the band and, in his later years, played Duke's music regularly at Manhattan's West End Cafe with pianist **Brooks Kerr** when his health permitted. A player for all time, Sonny will be sorely missed.

ODDS 'N ENDS — Saxophonist **Sonny Rollins**, acting as his own producer for the first time, has just completed work on his next album, "No Problem." The Milestone LP features **Tony Williams**, **Bobby Broom**, **Bob Cranshaw** and **Bobby Hutcherson** . . . Also coming from Milestone are, "Third Plane" by **Ron Carter** with **Herbie Hancock** and Tony Williams; "Keystone Bop" by **Freddie Hubbard** with **Joe Henderson** and Bobby Hutcherson; "The **Thelonious Monk** Memorial Album"; "Eloquence" by **Bill Evans**; "To the Ladies" by **Johnny Griffin**; and "Strike Up the Band" by **Red Garland** with **George Coleman** . . . **Eubie Blake** was the guest of honor last week at RCA when company chairman **Thornton Bradshaw** presented him with the first videodisc of the musical review *Eubie!* Since Blake didn't have a disc player with which to see it, RCA laid one on him . . . Vocalist supreme **Betty Carter** pulled into the Bottom Line again last week, 18-piece orchestra in tow. The apperance marked the second time in a year that Carter has worked with strings. **David Amram** was once again the conductor . . . A belated happy birthday to violinist **Leroy Jenkins**. The AACM stalwart turned 50 on March 11.

fred goodman

EXECUTIVES ON THE MOVE

Lewow Joins Kat — Kat Family Records has announced the appointment of Louis Lewow to vice president of national promotion and A&R. Prior to joining Kat Family Records he was associate director of national promotion for Epic/Portrait in New York City.

Woodward Leaves PolyGram — PolyGram Record Operations International has announced the acceptance of Mr. Peter Woodward's resignation. He had most recently been on assignment to PolyGram's U.S. record operations as executive vice president of Casablanca Record and Filmworks Inc. Prior to that assignment Woodward had occupied a regional management function for PolyGram covering a number of European and South American countries.

Feineigle Named At Portrait — Portrait Records has announced the appointment of Bob Feineigle as director, A&R/promotion, Portrait Records. Since 1978 he has served as director, national album promotion, E/P/A.

Decent Names di Cesare — Debbie di Cesare has been named director of operations at Decent Records, the new CBS-distributed label. di Cesare, formerly manager of artist development for Epic/Portrait and Associated labels, was with EPA from 1976 to 1981.

Changes At Capitol — Capitol Records Inc. has announced the promotion of Linda Becker to director, artist publisher accounting. Prior to this she was manager, publisher accounting. Also Greg Askey has been promoted western regional credit manager. He joined Capitol July 1980 as senior credit correspondent and in July 1981 was promoted to assistant regional credit manager. Eugene Rostalski has been named manufacturing superintendent at Jacksonville. In September 1980 he was at the Roselle, New Jersey plant, as controller office manager, and in April 1981 he transferred to the Jacksonville plant as production service manager.

Foster Appointed At E/P/A — Gloria Foster has been appointed manager, administration, black music promotion for Epic/Portrait/CBS Associated Labels. She has held various positions at CBS Records including manager, copyright department and manager, A&R administration.

Lester To Mega — Mega Records has appointed Heidi Lester as manager, artist relations. She will be based at Mega's Berwin Entertainment Complex in Hollywood.

Diversity Marks New LP Releases

(continued from page 14)

release of the Reggae Sunsplash LP and Steel Pulse's "True Democracy." In the R&B arena, an extensive list of releases is due, including such Solar sets as Carrie Lucas' "Still In Love," Collage's debut "Do You Like Our Music?" and a new Midnight Star LP. Other top R&B releases from E/A are Patrice Rushen's "Straight From The Heart," Side Effect's "All Aboard" and a new Leon Ware album.

In the jazz vein are new Elektra/Musician sets from Mose Allison, Billy Cobham, Bobby McFerrin, the Bud Powell Trio, Max Roach and Clifford Brown and Joe Albany.

The remaining list of pop and rock releases is headed by Warren Zevon's "The Envoy," Jesse Colin Young's "The Perfect Stranger," John O'Banion's "Close Up" and debut albums from Chas Sandford, Circus Animals and Pia Zadora, among others.

EMI America/Liberty — Joining Kenny Rogers and Kim Carnes with new releases will be Gary U.S. Bonds, head funkateer George Clinton with his label debut, fusion musician Noel Pointer, new romantics Classix Nouveau, techno poppers Our Daughter's Wedding, R&B newcomers Mars, Michael Stanley Band, Bill Ray, Eloise Laws, Powder Blues, and Manowar.

Epic/Portrait/CBS Associated Labels — Leading the list of new R&B releases for E/P/A will be new Philadelphia International albums from The O'Jays and The Stylistics, while Rose Royce makes its label debut. Other R&B release on tap are efforts from Angela Clemmons, B.T. Express and The Reddings.

Heading the list of additional E/P/A releases is a new Kansas LP on Kirshner, a new Steve Forbert LP on Nemperor and a live David Johanson LP on Blue Sky. Rounding out the list are albums from Carl Wilson, Sailor, Magnum, Michael Oldfield, Flash In The Pan, and Balance.

MCA — April releases from MCA include B.J. Thomas' "As We Know Him," Joe "King" Carrasco's "Synapse Gap (Mundo Total)," Point Blank's "On A Roll" and B.B. King's "Love Me Tender," in addition to new country sets from John Conlee, Lee Greenwood, Don Williams and a Songbird LP from Myron LeFevre.

Due in May are "Talking Pictures" by Voice, the Artemus Pyle Band's "APB," *Conan,* Baron Stewart's "In Temperature Rising," "Sightseeing At Night" by Fireworks, Jeri Logan's "Come and Get It" and new LP from Klique, and Terri Gibbs' "Some Days It Rains All Night Long," in addition to the Mandrell and Conway Twitty LPs.

Also due in May are the initial 20 titles in MCA's $4.98 "Collectibles" series.

In June will be LPs from Spittin' Image, David Riley, Bobby Bland, Ed Bruce, George Strait, Patsy Cline & Jim Reeves and a Brenda Lee greatest hits package.

Motown — Joining Wonder and James with new releases will be Teena Marie, Jean Carn (making her label debut), David Ruffin, Switch, the Stone Canyon Band and Jose Feliciano.

PolyGram — The Four Tops are due to deliver its second PolyGram LP in June, while surprise R&B newcomer Junior will have his debut album out in April. Vangelis, who is presently represented in the Top Five LPs with *Chariots Of Fire* will have a new set out in May. Also expect new product from Rainbow, Def Leppard, Johnny Van Zant, Tom Jones, and Fatback.

RCA — Trooper's "Money Talks" is being touted by the label as a big second quarter release, along with the Ritchie Family's "I'll Do My Best," Rare Earth's "Tight And Hot," a four-song EP from Bow Wow Wow. A slew of releases from some of RCA's top country acts is also set, in addition to a number of new Red Seal classical items.

The label also plans to ship approximately midprice LPs, including a number of albums in the "Real Deal" category (see separate story).

Warner Bros. — "This Band Is Called The Talking Heads," a live set, is presently shipping, while due from the label April 14 are LPs from Atkins, Laurie Anderson, Elton John, Robert Palmer and Alessi. Due April 28 is new product from Ambrosia, William "Bootsy" Collins, Marshall Crenshaw and M. Also slated for the same date is re-release of the Marshall Tucker Band catalog. On May 12, new albums are scheduled to arrive from Leo Sayer, 10 cc, Ry Cooder, Tom Verlaine, The Pat Metheny Group, Kid Creole and the Coconuts and the aforementioned Zapp and Larry Graham. May 26 will see release from Karen Brooks, Nicolette Larson, Kraftwerk, Gang of Four, Randy Crawford and the previously noted Donna Summer and Greg Copeland. Rounding out the second quarter releases on June 9 is scheduled to be Deodato, David Frizzell and Fleetwood Mac.

(For a complete listing of country album release, see separate story on page 40).

NARM Convention To Zero In On Problems Facing Industry

(continued from page 7)

Merchandising," featuring Tower's Russ Solomon; "Creativity, Quality and Distribution of Manufacturers' Merchandising Material: An Opportunity for Change," featuring Tom Keenan of Everybody's Record Co.; "Black Music Is Green: Today's Perspective," featuring Eddie Gilreath of Warner Bros. Records and LeBaron Taylor of CBS Records; and "The Magic of Digital Music," chaired by Chris Stone of the Record Plant recording studio.

Final Sessions

The final business session, set for March 29, will include a video software workshop chaired by Russ Bach of WEA Corp. and Retail Management sessions chaired by Cal Simpson of Bad Records/Simpson's Wholesale. Bach's workshop will investigate the "role of the record and prerecorded tape merchandiser" in the video software marketplace; while Simpson's sessions will examine the topics "There's A Whole In Your Head: How To Use It to Increase Profit," "Television Advertising: An Investigation of Production Alternatives and Media Placement Decisions" and "Unconscious Things We Do That Turn Consumers Off; Conscious Things We Can Do To Turn Consumers On."

Additional highlights of the convention include:

• An expanded exhibit area with 112 displays this year, an increase of 15-20% over 1981. Among the newcomers will be representatives of home video game machines and cartridges. Other product on display will include bar coding hardware and digital music systems.

• A multi-media presentation entitled "The Magic of Music," which will kick off the opening business session, March 27.

• Various awards and installation banquets, all of them featuring live entertainment. The Black Music Assn. (BMA) will sponsor a show March 26 featuring Solar recording group Shalmar; the NARM installation luncheon for this year's new officers and the Merchandiser of the Year, March 27, will feature exercise star Richard Simmons; the 16th annual NARM scholarship foundation dinner later that day will feature Columbia recording artist James Taylor; the Country Music Luncheon March 28 will feature MCA recording artist Don Williams; the final day luncheon, March 29, will feature De-Lite recording group Kool & The Gang; and the NARM "Gift of Music" Awards banquet, March 29, will be hosted by comedian Rich Little, with RCA recording artist Rick Springfield performing.

Goldman Named WCI Senior VP

(continued from page 7)

music publishing divisions of WCI.

Goldman will report directly to the office of the president and will also work closely with David H. Horowitz, co-chief operating officer of the company, who is responsible for the recorded music operations of WCI.

The new WCI executive has an extensive background in the record industry, including seven years spent with CBS Records in a variety of roles with direct responsibility for the domestic record group's business affairs, A&R administration and music publishing.

In 1974 he left the CBS post of administrative vice president to join Arista Records at its inception as executive vice president and general manager a job involving him in all areas of the company.

With Arista, Goldman was directly responsible for U.S. sales and distribution, music publishing and foreign operations while coordinating financial operation of the company.

Following Ariola's acquisition of the label in 1979, Goldman assumed the additional responsibility of vice president, U.S. and Canadian operations for the Ariola International Group.

Schipper Named To VP Post At Arista Records

NEW YORK — Wim Schipper has been named senior vice president, operations, Arista Records. In his new position, Schipper will supervise Arista's international operations and will coordinate all music publishing, sales, finance, business affairs and administrative activities.

Schipper will also retain his posts as vice president and board member of the Ariola International Group. He has also served as president of Ariola's Benelux companies. In making the announcement, Clive Davis, president of Arista said, "Wim comes to his new responsibilities with a record of exceptional achievements and wide recognition for the significant role he's played in Ariola's international growth. It is with great pleasure that I welcome him to Arista and America."

J.B. Fields Bows

NEW YORK — Judi Barlowe Fields recently opened her own management company. First clients include Harry Anderson, Bill Medley and Danny Wells. The company's address is 9777 Wilshire Blvd., Beverly Hills, Calif. Suite 606. The telephone number is (213) 274-9437.

Young Named Creative Services VP At Chrysalis

LOS ANGELES — Roland Young was recently appointed vice president of creative services for Chrysalis Records. In his new post, Young will oversee all corporate and artist graphic direction at the label.

He will also be involved in planning album artwork and trade and consumer advertising layout, in addition to coordinating audio facets as they pertain to the overall project.

Before accepting his new position, Young was self-employed at Roland Young Design. Prior to that, he was director of graphics at A&M from 1970-80.

Commenting on the appointment, Chrysalis president Sal Licata said, "With Chrysalis Records constantly exploring new creative avenues, we are extremely pleased to have Roland join the company. His contemporary insight and creativity will be an incredible asset to our company, as well as our artists."

Roland Young

CASH BOX TOP 100 ALBUMS

April 3, 1982

			Weeks On Chart
1	**BEAUTY AND THE BEAT** 8.98 THE GO-GO'S (I.R.S./A&M SP 70021)	1	36
2	**FREEZE-FRAME** 8.98 THE J. GEILS BAND (EMI America SOO-17062)	2	21
3	**I LOVE ROCK 'N ROLL** 8.98 JOAN JETT AND THE BLACKHEARTS (Boardwalk NB1-33243)	3	17
4	**CHARIOTS OF FIRE** 8.98 ORIGINAL SOUNDTRACK MUSIC BY VANGELIS (Polydor/PolyGram PD-1-6335)	5	25
5	**PHYSICAL** 8.98 OLIVIA NEWTON-JOHN (MCA-5229)	6	23
6	**ESCAPE** — JOURNEY (Columbia TC 37408)	4	35
7	**GHOST IN THE MACHINE** 8.98 THE POLICE (A&M SP-3730)	7	24
8	**4** 8.98 FOREIGNER (Atlantic SD 16999)	9	37
9	**THE CONCERT IN CENTRAL PARK** 14.98 SIMON AND GARFUNKEL (Warner Bros. 2BSK 3654)	13	4
10	**GREAT WHITE NORTH** 8.98 BOB & DOUG McKENZIE (Mercury/PolyGram SRM-1-4034)	10	15
11	**GET LUCKY** — LOVERBOY (Columbia FC 37638)	11	21
12	**HOOKED ON CLASSICS** 8.98 LOUIS CLARK conducts THE ROYAL PHILHARMONIC ORCHESTRA (RCA AFL1-4194)	8	20
13	**PRIVATE EYES** 8.98 DARYL HALL & JOHN OATES (RCA AFL1-4028)	12	29
14	**SUCCESS HASN'T SPOILED ME YET** 8.98 RICK SPRINGFIELD (RCA AFL1-4125)	23	2
15	**THE DUDE** 8.98 QUINCY JONES (A&M SP-3721)	18	53
16	**MOUNTAIN MUSIC** 8.98 ALABAMA (RCA AHL1-4229)	20	4
17	**BOBBIE SUE** 8.98 OAK RIDGE BOYS (MCA-5294)	17	7
18	**QUARTERFLASH** 8.98 (Geffen GHS 2003)	14	24
19	**BELLA DONNA** 8.98 STEVIE NICKS (Modern/Atlantic MR 38-139)	15	34
20	**THE INNOCENT AGE** — DAN FOGELBERG (Full Moon/Epic KE2 37393)	19	29
21	**SHAKE IT UP** 8.98 THE CARS (Elektra 5E-567)	16	19
22	**DIARY OF A MADMAN** — OZZY OSBOURNE (Jet/CBS FZ 37492)	26	20
23	**YES IT'S YOU LADY** 8.98 SMOKEY ROBINSON (Tamla/Motown 6001TL)	24	7
24	**TATTOO YOU** 8.98 ROLLING STONES (Rolling Stones/Atlantic COC 16052)	22	30
25	**TOM TOM CLUB** 8.98 (Sire SRK 3628)	21	24
26	**FOR THOSE ABOUT TO ROCK WE SALUTE YOU** 8.98 AC/DC (Atlantic SD11111)	25	17
27	**THE FIRST FAMILY RIDES AGAIN** 8.98 VARIOUS ARTISTS (Boardwalk NB1-33248)	27	8
28	**SOMETHING SPECIAL** 8.98 KOOL & THE GANG (De-Lite/PolyGram DSR 8502)	31	25
29	**SKYYLINE** 8.98 SKYY (Salsoul/RCA SA-8548)	30	22
30	**ALWAYS ON MY MIND** — WILLIE NELSON (Columbia FC 37951)	43	3
31	**LOVE IS WHERE YOU FIND IT** 8.98 THE WHISPERS (Solar/Elektra S-27)	32	12
32	**STANDING HAMPTON** 8.98 SAMMY HAGAR (Geffen GHS 2006)	33	11
33	**WORKING CLASS DOG** 8.98 RICK SPRINGFIELD (RCA AFL 1-3697)	34	53
34	**GREEN LIGHT** 8.98 BONNIE RAITT (Warner Bros. BSK 3630)	35	5
35	**FEELS SO RIGHT** 8.98 ALABAMA (RCA AHL1-3930)	29	56
36	**ASIA** 8.98 (Geffen GHS 2008)	—	1
37	**WHY DO FOOLS FALL IN LOVE?** 8.98 DIANA ROSS (RCA AFL1-4153)	28	22
38	**ABACAB** 8.98 GENESIS (Atlantic SD 19313)	40	25
39	**MEMORIES** — BARBRA STREISAND (Columbia TC 37678)	36	17
40	**ALDO NOVA** — (Portrait/CBS ARR 37498)	51	7
41	**TONIGHT I'M YOURS** 8.98 ROD STEWART (Warner Bros. BSK 3602)	37	20
42	**THE ONE THAT YOU LOVE** 8.98 AIR SUPPLY (Arista AL 9551)	44	43
43	**JUICE** 8.98 JUICE NEWTON (Capitol ST-12136)	38	57
44	**BEAUTIFUL VISION** 8.98 VAN MORRISON (Warner Bros. BSK 3652)	47	5
45	**CONTROVERSY** 8.98 PRINCE (Warner Bros. BSK 3601)	45	22
46	**THE GEORGE BENSON COLLECTION** 16.98 GEORGE BENSON (Warner Bros. 2HW 3577)	39	20
47	**THE POET** 8.98 BOBBY WOMACK (Beverly Glen BG 1000)	46	21
48	**YOUR WISH IS MY COMMAND** 8.98 LAKESIDE (Solar/Elektra S-26)	49	16
49	**DREAM ON** — GEORGE DUKE (Epic FE 37532)	55	5
50	**NON-STOP EROTIC CABARET** 8.98 SOFT CELL (Sire SRK 3647)	42	11
51	**CAROL HENSEL'S EXERCISE & DANCE PROGRAM VOLUME 2** 8.98 (Vintage/Mirus VNI 7733)	52	16
52	**YOU COULD HAVE BEEN WITH ME** 8.98 SHEENA EASTON (EMI America SW-17061)	57	19
53	**NEVER TOO MUCH** — LUTHER VANDROSS (Epic FE 37451)	41	29
54	**BLACKOUT** 8.98 SCORPIONS (Mercury/PolyGram SRM-1-4039)	94	2
55	**DARE** 6.98 THE HUMAN LEAGUE (Virgin/A&M SP-6-4892)	65	6
56	**PICTURE THIS** 8.98 HUEY LEWIS AND THE NEWS (Chrysalis CHR 1340)	62	6
57	**DON'T SAY NO** 8.98 BILLY SQUIER (Capitol ST 12146)	54	47
58	**A LITTLE LOVE** 8.98 AURRA (Salsoul/RCA SA 8551)	59	7
59	**20 AEROBIC DANCE HITS** 8.98 MARCY MUIR (Parade/Peter Pan 101)	63	12
60	**WASN'T TOMORROW WONDERFUL?** 8.98 THE WAITRESSES (Polydor/PolyGram PD-1-6346)	66	10
61	**FRIENDS** 8.98 SHALAMAR (Solar/Elektra S-28)	70	7
62	**MESOPOTAMIA** 5.98 THE B-52's (Warner Bros. MINI 3641)	53	7
63	**SMALL CHANGE** 8.98 PRISM (Capitol ST-12148)	50	10
64	**BREAKIN' AWAY** 8.98 AL JARREAU (Warner Bros. BSK 3576)	71	33
65	**THE SECRET POLICEMAN'S OTHER BALL — THE MUSIC** 8.98 VARIOUS ARTISTS (Island ILPS 9698)	76	3
66	**JAZZERCISE** 8.98 JUDI SHEPPARD MISSETT (MCA-5272)	60	18
67	**CAROL HENSEL'S EXERCISE AND DANCE PROGRAM** 8.98 (Vintage/Mirus VNI 7713)	67	59
68	**I AM LOVE** 8.98 PEABO BRYSON (Capitol ST-12179)	64	19
69	**PAC-MAN FEVER** — BUCKNER & GARCIA (Columbia XRC 37941)	87	3
70	**KATHY SMITH'S AEROBIC FITNESS** 8.98 (Muscle Tone MT 72151)	83	5
71	**FAME** 8.98 ORIGINAL SOUNDTRACK (RSO/PolyGram RX1-3080)	77	10
72	**BLACK ON BLACK** 8.98 WAYLON (RCA AHLI-4247)	73	5
73	**COME MORNING** 8.98 GROVER WASHINGTON, JR. (Elektra 5E-562)	61	17
74	**ON THE WAY TO THE SKY** — NEIL DIAMOND (Columbia TC 37628)	74	19
75	**GREATEST HITS** 8.98 KENNY ROGERS (Liberty LOO-1072)	72	77
76	**BRILLIANCE** 8.98 ATLANTIC STARR (A&M SP-4883)	111	2
77	**MECHANIX** 8.98 UFO (Chrysalis CHR 1360)	79	6
78	**THE TIME** 8.98 (Warner Bros. BSK 3598)	58	32
79	**WINDOWS** — THE CHARLIE DANIELS BAND (Epic FE 37694)	—	1
80	**MYSTICAL ADVENTURES** 8.98 JEAN-LUC PONTY (Atlantic SD 19333)	68	8
81	**TUTONE 2** — TOMMY TUTONE (Columbia ARC 37401)	90	9
82	**RAISE!** — EARTH, WIND & FIRE (ARC/Columbia TC 37548)	56	21
83	**THE JAZZ SINGER** 9.98 NEIL DIAMOND (Capitol SWAV-12120)	85	68
84	**AEROBIC DANCING** 8.98 featuring DORIAN DAMMER (Parade/Peter Pan 100)	89	26
85	**OBJECTS OF DESIRE** 8.98 MICHAEL FRANKS (Warner Bros. BSK 3648)	69	10
86	**INDUSTRY STANDARD** 8.98 THE DREGS (Arista AL 9588)	108	2
87	**NIGHTCRUISING** 8.98 BAR-KAYS (Mercury/PolyGram SRM-1-4028)	84	21
88	**NICK THE KNIFE** — NICK LOWE (Columbia FC 37932)	48	7
89	**THE LAST SAFE PLACE** 8.98 LE ROUX (RCA AFL 1-4195)	96	10
90	**STREET SONGS** 8.98 RICK JAMES (Gordy/Motown G8-1002M1)	81	50
91	**SHARE YOUR LOVE** 8.98 KENNY ROGERS (Liberty LOO-1108)	78	39
92	**TIME EXPOSURE** 8.98 LITTLE RIVER BAND (Capitol ST-12163)	86	30
93	**MR. LOOK SO GOOD** 8.98 RICHARD "DIMPLES" FIELDS (Boardwalk NB1-33249)	104	7
94	**WEATHER REPORT** — (ARC/Columbia FC 37616)	80	7
95	**YOU'VE GOT THE POWER** — THIRD WORLD (Columbia FC 37744)	118	3
96	**WILLIE NELSON'S GREATEST HITS (AND SOME THAT WILL BE)** — WILLIE NELSON (Columbia KC2 37542)	98	29
97	**PRECIOUS TIME** 8.98 PAT BENATAR (Chrysalis CHR 1346)	82	37
98	**OUTLAW** 8.98 WAR (RCA AFL1-4208)	116	4
99	**ENGLISH SETTLEMENT** — XTC (Virgin/Epic ARE 37943)	119	3
100	**SOMEWHERE OVER CHINA** 8.98 JIMMY BUFFETT (MCA-5285)	88	11

cash box top albums/ 101 to 200

April 3, 1982

			Weeks On Chart	3/27
101	**SCUBA DIVERS**	8.98		
	DWIGHT TWILLEY (EMI America ST-17064)		113	5
102	**TELEVISION THEME SONGS**	5.98		
	MIKE POST (Elektra E1-60028 Y)		102	5
103	**LIVE & OUTRAGEOUS**	8.98		
	MILLIE JACKSON (Spring/PolyGram SP-1-6735)		114	5
104	**DANCE & EXERCISE**	—		
	LINDA FRANTIANNE (Columbia BFC 37653)		110	7
105	**ELECTRIC RENDEZVOUS**	—		
	AL DI MEOLA (Columbia FC 37654)		75	10
106	**POINT OF PLEASURE**	8.98		
	XAVIER (Libarty LT-51116)		138	2
107	**DEATH WISH II**	8.98		
	ORIGINAL SOUNDTRACK (Swan Song/Atlantic SS 8511)		124	2
108	**THE BLASTERS**	8.98		
	(Slash SR-109)		109	12
109	**3**	8.98		
	GAMMA (Elektra E1-60034)		126	4
110	**PURE & NATURAL**	8.98		
	T-CONNECTION (Capitol ST-12191)		112	5
111	**FANCY FREE**	8.98		
	OAK RIDGE BOYS (MCA-5209)		95	44
112	**SWING TO THE RIGHT**	8.98		
	UTOPIA (Baarsville BRK 3666)		121	3
113	**SOMETHING ABOUT YOU**	8.98		
	ANGELA BOFILL (Arista AL 9576)		101	20
114	**WALK UNDER LADDERS**	8.98		
	JOAN ARMATRADING (A&M SP-4876)		103	25
115	**WYNTON MARSALIS**	—		
	(Columbia FC 37574)		117	9
116	**ARCHITECTURE & MORALITY**	—		
	ORCHESTRAL MANOEUVRES IN THE DARK (Virgin/Epic ARE 37721)		122	9
117	**SEASONS OF THE HEART**	8.98		
	JOHN DENVER (RCA AFL1-4256)		128	4
118	**THE VISITORS**	8.98		
	ABBA (Polar/Atlantic SD 19332)		93	12
119	**PERHAPS LOVE**	—		
	PLACIDO DOMINGO (CBS MF 37243)		92	23
120	**IT'S A FACT**	8.98		
	JEFF LORBER (Arista AL 9583)		133	2
121	**GREATEST HITS**	8.98		
	QUEEN (Elektra 5E-564)		99	21
122	**WILD HEART OF THE YOUNG**	—		
	KARLA BONOFF (Columbia FC 37444)		—	1
123	**ANYONE CAN SEE**	8.98		
	IRENE CARA (Natwork/Elektra E1-60003)		107	10
124	**8TH WONDER**	8.98		
	THE SUGAR HILL GANG (Sugar Hill SH-249)		97	12
125	**THE GIFT**	8.98		
	THE JAM (Polydor/PolyGram PD-1-6349)		149	2
126	**NINE TONIGHT**	12.98		
	BOB SEGER & THE SILVER BULLET BAND (Capitol STBK-12182)		106	28
127	**JUST ANOTHER DAY IN PARADISE**	—		
	BERTIE HIGGINS (Kat Family/CBS FZ 37901)		140	7
128	**THE SISTERS**	8.98		
	SISTER SLEDGE (Cotillion/Atlantic SD 5231)		91	8
129	**GLASSWORKS**	—		
	PHILIP GLASS (CBS FM 37265)		134	3
130	**DOIN' ALRIGHT**	8.98		
	O'BRYAN (Capitol ST-12192)		144	2
131	**ALLIED FORCES**	8.98		
	TRIUMPH (RCA AFL1-3902)		129	29
132	**WHO'S FOOLIN' WHO**	8.98		
	ONE WAY (MCA-5279)		152	2
133	**REFLECTIONS**	8.98		
	GIL SCOTT-HERON (Arista AL 9566)		136	28
134	**HANG ON FOR YOUR LIFE**	—		
	SHOOTING STAR (Virgin/Epic NFR 37407)		127	33
135	**KEEP IT LIVE**	8.98		
	DAZZ BAND (Motown 6004ML)		155	3
136	**FEELING GOOD**	8.98		
	ROY AYERS (Polydor/PolyGram PD-1-6348)		137	5
137	**FAREWELL SONG**	—		
	JANIS JOPLIN (Columbia PC 37569)		100	9
138	**STAY**	8.98		
	RAY, GOODMAN & BROWN (Polydor/PolyGram PD-1-6341)		125	12
139	**AEROBIC DANCE HITS VOL. I**	8.98		
	(Casablanca/PolyGram NBLP 7263)		157	2
140	**NEVER SAY NEVER**	5.98		
	ROMEO VOID (415 Racords 415A-0007)		142	11
141	**TASTE THE MUSIC**	8.98		
	KLEEER (Atlantic SD 19334)		131	8
142	**SHADOWS**	8.98		
	GORDON LIGHTFOOT (Warner Bros. BSK 3633)		123	7
143	**POP GOES THE MOVIES**	8.98		
	MECO (Arista AL 9598)		172	2
144	**YOU WANT IT, YOU GOT IT**	8.98		
	BRYAN ADAMS (A&M SP-4864)		146	11
145	**ME AND YOU**	8.98		
	THE CHI-LITES (20th Century-Fox/RCA T-635)		150	4
146	**WALT DISNEY PRODUCTIONS' MOUSERCISE**	7.98		
	(Disneyland 62516)		162	3
147	**GET AS MUCH LOVE AS YOU CAN**	8.98		
	THE JONES GIRLS (Phila. Int'l./CBS FZ 37267)		132	18
148	**HI INFIDELITY**	—		
	REO SPEEDWAGON (Epic FE 36844)		130	69
149	**CHRISTOPHER CROSS**	8.98		
	(Warner Bros. BSK 3383)		143	114
150	**WATCH OUT**	8.98		
	BRANDI WELLS (WMOT FW 37668)		153	10
151	**QUESTIONNAIRE**	6.98		
	CHAS JANKEL (A&M SP-64885)		154	7
152	**SONGS IN THE ATTIC**	—		
	BILLY JOEL (Columbia TC 37461)		115	27
153	**NIGHT ATTACK**	—		
	ANGEL CITY (Epic ARE 37702)		158	4
154	**ONE TO ONE**	8.98		
	CAROLE KING (Atlantic SD 19344)		—	1
155	**SLEEPWALK**	8.98		
	LARRY CARLTON (Warner Bros. BSK 3635)		120	10
156	**CRAZY FOR YOU**	8.98		
	EARL KLUGH (Liberty LT-51113)		135	23
157	**JAPAN**	—		
	(Virgin/Epic ARE 37914)		159	3
158	**MY HOME'S IN ALABAMA**	8.98		
	ALABAMA (RCA AHL1-3644)		160	5
159	**DOWN HOME**	8.98		
	ZZ HILL (Malaco MAL 7406)		161	8
160	**PLAYERS IN THE DARK**	8.98		
	DR. HOOK (Casablanca/PolyGram NBLP 7264)		—	1
161	**LET IT ROCK**	6.98		
	JOHNNY & THE DISTRACTIONS (A&M SP-6-4884)		164	6
162	**SATURDAY SATURDAY NIGHT**	8.98		
	ZOOM (Polydor/PolyGram PD-1-6434)		165	8
163	**ADULT PHYSICAL FITNESS**	8.98		
	(Gateway GSLP 7611)		—	1
164	**EXIT . . . STAGE LEFT**	15.98		
	RUSH (Mercury/PolyGram SRM2-7001)		141	21
165	**ADVENTURES IN MODERN RECORDING**	—		
	BUGGLES (Carrare/CBS ARZ 37926)		167	4
166	**IT'S TIME FOR LOVE**	—		
	TEDDY PENDERGRASS (Phila Int'l./CBS TZ 37491)		171	27
167	**BACK IN BLACK**	8.98		
	AC/DC (Atlantic SD 16108)		147	84
168	**CHARIOTS OF FIRE**	8.98		
	ERNIE WATTS (Owast/Warner Bros. OWS 3637)		156	9
169	**IN THE CITY GROOVE**	8.98		
	MASS PRODUCTION (Cotillion/Atlantic SD 5233)		—	1
170	**THE CHANGE HAS COME**	8.98		
	CHUBBY CHECKER (MCA-5291)		174	4
171	**BLIZZARD OF OZZ**	—		
	OZZY OSBOURNE (Jet/CBS JZ 368 12)		176	51
172	**COOL NIGHT**	8.98		
	PAUL DAVIS (Arista AL 9578)		178	16
173	**ON GOLDEN POND**	8.98		
	ORIGINAL SOUNDTRACK (MCA-6106)		173	5
174	**GRASSHOPPER**	8.98		
	J.J. CALE (Mercury/PolyGram SRM-1-4038)		—	1
175	**ECHOES OF AN ERA**	8.98		
	VARIOUS ARTISTS (Elektra E1-60021)		105	10
176	**LIVE AT THE SAVOY**	8.98		
	RAMSEY LEWIS (Columbia FC 37687)		151	5
177	**DOUBLE FANTASY**	8.98		
	JOHN LENNON AND YOKO ONO (Geffen GHS 2001)		182	2
178	**WHITE NOISE**	8.98		
	JAY FERGUSON (Capitol ST-12196)		—	1
179	**TIMES OF OUR LIVES**	8.98		
	JUDY COLLINS (Elektra E1-6001)		181	4
180	**OVER THE LINE**	—		
	GREG GUIDRY (Columbia ARC 37735)		—	1
181	**RIO**	8.98		
	LEE RITENOUR (Musician/Elektra E1-60024)		188	2
182	**IF I SHOULD LOVE AGAIN**	8.98		
	BARRY MANILOW (Arista AL 9573)		192	25
183	**MICKEY MOUSE DISCO**	4.98		
	(Disneyland 2504)		185	111
184	**GIVE THE PEOPLE WHAT THEY WANT**	8.98		
	THE KINKS (Arista AL 9567)		163	30
185	**SHOW TIME**	8.98		
	SLAVE (Cotillion/Atlantic SD 5227)		139	26
186	**KING COOL**	8.98		
	DONNIE IRIS & THE CRUISERS (Carousel/MCA-5237)		179	10
187	**CHRISTIANE F.**	8.98		
	ORIGINAL SOUNDTRACK MUSIC BY DAVID BOWIE (RCA ABL1-4239)		—	1
188	**GREATEST HITS**	8.98		
	THE DOORS (Elektra 5E-515)		166	75
189	**RENEGADE**	8.98		
	THIN LIZZY (Warner Bros. BSK 3622)		184	6
190	**AEROBIC DANCING**	8.98		
	BARBARA ANN AUER (Gateway GSLP-7610)		190	37
191	**BIG CITY**	—		
	MERLE HAGGARD (Epic FE 37593)		169	23
192	**COWBOYS AND ENGLISHMEN**	8.98		
	POCO (MCA-5288)		145	6
193	**LOVE FEVER**	8.98		
	GAYLE ADAMS (Prelude PRL 14104)		177	4
194	**LOVE MAGIC**	8.98		
	L.T.D. (A&M SP-4881)		180	19
195	**THE BEST OF BLONDIE**	8.98		
	(Chrysalis CHR 1337)		189	23
196	**1**	—		
	DUKE JUPITER (Coast To Coast/CBS ARZ 37912)		—	1
197	**CRIMES OF PASSION**	8.98		
	PAT BENATAR (Chrysalis CHE 1275)		170	85
198	**LOVERBOY**	—		
	(Columbia JC 36762)		191	63
199	**ANNE MURRAY'S GREATEST HITS**	8.98		
	(Capitol SOO-12110)		198	109
200	**TOUCH**	—		
	GLADYS KNIGHT & THE PIPS (Columbia FC 37086)		194	11

ALPHABETIZED TOP 200 ALBUMS (BY ARTIST)

ABBA 118
AC/DC 26,167
Adams, Bryan 144
Adams, Gayle 193
Adult Physical Fitness 163
Aerobics (Auer) 190
Aerobics (Casablanca) 139
Aerobics (Dammer) 84
Aerobics (Muir) 59
Aerobics (Smith) 70
Air Supply 42
Alabama 16,35,158
Angel City 153
Armatrading, Joan 114
Asia 36
Atlantic Starr 76
Aurra 58
Ayers, Roy 136
B-52's 62
Bar-Kays 87
Benatar, Pat 97,197
Benson, George 46
Blasters 108
Blondie 195
Bofill, Angela 113
Bonoff, Karla 122
Bryson, Peabo 68
Buckner and Garcia 69
Buffett, Jimmy 100
Buggles 165
Cale, J.J. 174
Cara, Irene 123
Carlton, Larry 155
Cars 21
Checker, Chubby 170
Chi-Lites 145
Collins, Judy 179
Cross, Christopher 149
Daniels, Charlie 79
Davis, Paul 172
Dazz Band 135
Denver, John 117
Diamond,Neil 74,83
Di Meola, Al 105
Dr. Hook 160
Domingo, Placido 119
Doors 188
Dregs 86
Duke, George 49
Duke Jupiter 196
Earth, Wind & Fire 82
Easton, Sheena 52
Echoes Of An Era 175
Ferguson, Jay 178
Fields, Richard "Dimples" 93
First Family 27
Fogelberg, Dan 20
Foreigner 8
Franks, Michael 85
Fratianne, Linda 104
Gamma 109
Genesis 38
Glass, Phillip 129
Go-Go's 1
Guidry, Greg 180
Hagar, Sammy 32
Haggard, Merle 191
Hall & Oates 13
Hensel, Carol 51,67
Higgins, Bertie 127
Human League 55
Iris, Donnie 186
Jackson, Millie 103
Jam 125
James, Rick 90
Jankel, Chas 151
Japan 157
Jarreau, Al 64
Jazzercize 66
Jett, Joan 3
J. Geils Band 2
Joel, Billy 152
Johnny and the Distractions 161
Jones Girls 147
Jones, Quincy 15
Joplin, Janis 137
Journey 6
King, Carole 154
Kinks 184
Kleeer 141
Klugh, Earl 156
Knight, Gladys 200
Kool & The Gang 28
Lakeside 48
Lennon, John & Yoko Ono 177
Le Roux 89
Lewis, Huey 56
Lewis, Ramsey 176
Lightfoot, Gordon 142
Little River Band 92
Lorber, Jeff 120
Loverboy 11,198
Lowe, Nick 88
L.T.D. 194
Manilow, Barry 182
Marsalis, Wynton 115
Mass Production 169
McKenzie, Bob & Doug 10
Meco 143
Mickey Mouse Disco 183
Morrison, Van 44
Mousercise 146
Murray, Anne 199
Nelson, Willie 30,96
Newton, Juice 43
Newton-John, Olivia 5
Nicks, Stevie 19
Nova, Aldo 40
Oak Ridge Boys 17,111
O'Bryan 130
One Way 132
Orchestral Manoeuvres 116
Osbourne, Ozzy 22,171
Pendergrass, Teddy 166
Poco 192
Police 7
Ponty, Jean-Luc 80
Post, Mike 102
Prince 45
Prism 63
Quarterflash 18
Queen 121
Raitt, Bonnie 34
Ray, Goodman & Brown 138
REO Soeedwagon 148
Ritenour, Lee 181
Robinson, Smokey 23
Rogers, Kenny 75,91
Rolling Stones 24
Romeo Void 140
Ross, Diana 37
Royal Philharmonic Orchestra 12
Rush 164
Scorpions 54
Scott-Heron, Gil 133
Secret Policeman's 65
Seger, Bob 126
Shalamar 61
Shooting Star 134
Simon and Garfunkel 9
Sister Sledge 128
Skyy 29
Slave 185
Soft Cell 50
Springfield, Rick 14,33
Squier, Billy 57
Stewart, Rod 41
Streisand, Barbra 39
Sugar Hill Gang 124
T-Connection 110
Thin Lizzy 189
Third World 195
Time 78
Tommy Tutone 81
Tom Tom Club 25
Triumoh 131
Twilley, Dwight 101
UFO 77
Utooia 112
Vandross, Luther 53
Waitresses 60
War 98
Washington, Grover Jr. 73
Watts, Ernie 168
Waylon 72
Weather Report 94
Wells, Brandi 150
Whisoers 31
Womack, Bobby 47
Xavier 106
XTC 99
Zoom 162
ZZ Hill 159

SOUNDTRACKS

Chariots Of Fire 4
Christiane F. 187
Death Wish II 107
Fame 71
On Golden Pond 173

CLASSIFIEDS

CLASSIFIED AD RATE 35 CENTS PER WORD

Count every word including sll words in firm neme. Numbers in eddress count es one word. Minimum ed accepted $10.00. CASH OR CHECK MUST ACCOMPANY ALL ORDERS FOR CLASSIFIED ADVERTISING. If cash or check is NOT enclosed with order your clessified ed will be held for following issue pending receipt of your check or cash. NOTICE — $188 Clessified Advertisers (Outside USA edd $78 to your present subscription price). You sre entitled to e clessified ed of 40 words in eech week's issue for e period of one full year, 52 consecutive weeks. You ere ellowed to chenge your Clessified eech week if you so desire. All words over 40 will be billed at the rste of 35¢ per word. Pleese count words cerefully. Be sure your Clessified Ad is sent to resch Hollywood publicetion office, 6363 Sunset Blvd, Los Angeles, CA 90028 by Wednesdey, 12 noon, of preceding week to eppeer in the following week's issue.

Classified Ads Close WEDNESDAY

RECORDS-MUSIC

OPERATORS — I will buy your used 45's that are not over one year old for 10¢ ea. plus postage. John Aylesworth, 9701 Central Ave., Garden Grove, CA 92644 (714) 537-5939.

• • •

EXPORT ONLY. All brands phonograph records and prerecorded audio and video tapes (NTSC and PAL). Also largest selection of attractive close-out offers 35 years of specialized service to record and tape importers throughout the world. Overseas sealers and distributors only. **ALBERT SCHULTZ, INC., 116 West 14th St., New York, N.Y. 10011. Ceble: ALBYREP Telex: 236569 Telephone (212) 924-1122.**

• • •

FOR EXPORT: All labels of phonograph records, cartridges, cassettes. Also excellently priced selections of close-outs. Nearly 30 years of personalized service to importers world over. Wholesale only. DARO EXPORTS, LDT. 1468 Coney Island Avenue, Brooklyn, NY 11230. Cable: EXPODARO, NEW YORK.

• • •

FREE CATALOG: New York's largest and most complete One-Stop specializing in OLDIES BUT GOODIES. Retail stores and chains only. Write to: Paramount Records Inc., 1 Colonial Gate, Plainview, New York 11803.

HUMOR

ATTENTION ANNOUNCERS! Let our total comedy service unlock bigger ratings for **you**! Established professionals offering subscription gagletter, Dee jay Handbooks, career-boosting Monologues, individualized Custom Gags and much more. Send for FREE INFORMATION PACKAGE. PETER PATTER P.O. Box 402-C, Pinedale, Calif., 93650.

SERVICES COIN MACHINE

ACE LOCKS KEYED ALIKE: Send locks and the key you want them mastered to: $1.35 each, 10% D/C in lots of 100 or more. RANDEL LOCK SERVICE, 61 Rockaway Ave., Valley Stream, N.Y. 11580. (516) 825-6216. Our 38th year in vending.

• • •

EMPLOYMENT SERVICE

JOB HUNTING — NATIONAL BROADCAST TALENT COORDINATORS can help. We specialize in radio personnel placement. Programming — Sales — Management. Our client stations need qualified people. For confidential details — NATIONAL BROADCAST TALENT COORDINATORS, Dept. C, P.O. Box 20551, Birmingham, Alabama 35216 (205-822-9144).

COIN MACHINES WANTED

FOR SALE: New and used Draw Pokers from $1,450.00. New and used Sircomas, used Omegas, Draw Pokers, Status and Speak Easy. GUERRINIS, 1211 W. 4th St., Lewistown, Pa. Phone 717-248-9611.

• • •

FOR SALE: Coin machine route in Northeastern South Dakota and West Central Minnesota. Owners wish to retire after 20 years in the business.. P.O. Box 1281, Watertown, S.D. 57201.

FOR SALE: One penny falls like new $4,000.00, Used OK Bingo machines, used flippers, and video games. Write for special prices. Also have five AMI Music M-1, and M-11. With dollar bill acceptors. D. & P. MUSIC, 658 W. Market St., York, Pa. Box 243 ZIP 17405. PHONE 717—848-1846.

• • •

FOR SALE: Stock Markets, Ticker Tapes, and Hi Flyers. We also carry a complete line of Bingos and Uprights. We are also Distributors for Amstars Hold and Draw poker games. Antique slots for legal areas. Call Wassick Dist. area code 304 - 292-3791. Morgantown, W. Va. 26505.

• • •

FOR SALE: Location ready used Video Games — Uprights — Cocktails — Cabarets. Asteroids $1445, Phoenix $1795, Scramble $1595, Defender $1995, Mini Menace $1795, Plus Many More BELOW Distributor Prices. Many Electronic and Mechanical Pins available at Great Savings. We deliver in Tri-State area or send your truck and SAVE. Call Bruce or John at (914) 452-3650, 452-3660. Empire State Music & Games, Commerce Street Extension, Poughkeepsie, N.Y. 12603.

• • •

FOR SALE: Force II $775, Pink Panther $825, Volcano $1350, Black Hole $1725, Evil Knievel (Unshopped) $225, Fireball II $1095, Xenon $1095, Silverball Mania $595, Flash Gordon $1225, Eight Ball Deluxe $1465, Flight 2000 $895, Nineball $625, Meteor $425, Viper $1395, Catacomb $1350, Pharoah $1395, Baracora $1195, Fire Power $795, Blackout $850, Jungle Lord $1225, Black Knight $1125, Galaxian $1425, Omega Race $1295, Gorf $1675, Space Encounters $925, Midway Space Invaders cocktail $1025, Space Invaders $1050, Super Cobra $1675, Berzerk $1475, Moon War $1295, Defender $1850, Asteroids $1395, Asteriods Deluxe $1325, Asteroids Deluxe cocktail $1295, Battlezone $925, Missile Command $1350, Missile Command cocktail $1295, Red Baron upright $1395, Red Baron sit-down $1465, Super Bug (unshopped) $225, Armor Attack, 2 pl $1050, Space Wars $295, Star Castle $1325, Star Castle Cocktail $1225, Rip Off, 2 pl Colony 7 $1475, Taito's Space Invaders cocktail $895, Venture $1425, Bandido $495, Targ $795, Eliminator $1875, Space Odyssey $1775, Space Tactics sit-down $1995, Tank Battalion $1225, Challenger $1925, Phoenix $1725, Lil' Hustler (floor sample) $1495, Hercules Giant Pinball $995, Superman $650, brand new Dynamo latest model Foosbal $575, Brand new Dynamo Lil' Hustler Video (CALL FOR SPECIAL PRICE — Hydro Boat $1395. (On Kiddie Rides add $50 per ride for packing and crating). Call or write New Orleans Novelty Co., 3030 No. Arnoult Rd., Metairie, LA 70002. Tele: (504) 888-3500.

• • •

FOR SALE: 50 Seeburg 160 selection wall boxes $25 each; 20,000 used 45 rpm records 1000 or less 10¢ each, over 1000, 9¢ each. Waiting 200 scale $200; Rock-Ola Lowboy $60. One-third down, balance C.O.D. CENTRAL MUSIC CO., Box 284, Killeen, Texas 76541.

• • •

MATA HARI-$695; Evel Knivel-$495; Strikes & Spares-$595; Airborne Avenger-$295; Atarrians-$225; Dolly Parton, Getaway-$395; Thunderbolt-$395; Nugent-$695; Hot Tip-$495; Wheels II-$395; Sheets-$295; Racer-$295; M-4-$495; Anti Aircraft-$295. MICKEY ANDERSON, INC. P.O. BOX 6369 ERIE, PA 16512 PHONE (814) 452-3207

• • •

FOR SALE — RECONDITIONED, Frogger $2195; Oix $2095; Omega Race $1995; Pac-Man $1995; Defender $1995; Monaco GP Sitdown $1795; Monaco GP Upright $1595; Scramble $1395; Vanguard $1495; Asteroids, Missile Command & Galaxian $1195 Ea.; Star Castle $1095; Moon Cresta $995. **NJ. (201) 729-6171.**

• • •

FOR SALE: Latest Video Games — Uprights and Cocktails — New and Used. Tempest — Centipede — Donkey Kong — Frogger — Mousetrap — Spiders — Oix — Pacman — Stargate — Space Fury — Omega Race — Etc. Taito Cranes, Draw Pokers, Bally Six Card Bingos, Bally Slot Machines, Pace Comets, Seeburg Juke Boxes, Flippers. U.S. Amusements Call Collect (201) 926-0700.

• • •

3 **MIDWAY BULL'S EYE** Bally Slots: 1 Jokers Wild. 2 Super 7. 1 Las Vegas — stand model. 2 ACE Luna and Zodiac with Bonus. 1 YATZY. 100,000 new brass tokens app dime size. 10,000 used brass tokens quarter size. Give us an offer in cash or barter deal. HANSA MYNTAUTOMATER AB, Box 30041, 400 43 Gothenburg. TEL: Sweden 31/41 42 00.

• • •

WASSICK DIST. I am the operators solution to inflation. I can save you from $300.00 to $500.00 on all video screen games. We ship overseas. Call Wassick Distributing, area code 304 292-3791 Morgantown, W.VA. 26505.

• • •

CONVERSION CARTRIDGES — Play stereo records on Seeburg monaural phonos B thru 201. No adjustments required — just plug in — eliminate sound distortion, needle skipping, excessive record wear. $24.95 postpaid. Satisfaction guaranteed. Quantity discounts. C.A. THORP SERVI, 1520 Missouri, Oceanside, Ca. 92054.

PROFESSIONAL

NATIONAL DISTRIBUTION & PROMOTION for America's independent country labels! Lowest prices, best results. Try us just once! Send your master tape . . we do the rest! Write General Broadcasting Service, P.O. Box 1628, Elizabeth City, NC 27909, or call (919) 232-2703.

• • •

WE REPRESENT recording artists, record companies, music-publishers. Promotion and distribution. In the Midwestern States area. Since 1953. Write E. Saphier, Record Promotion Enterprises, 1730 Losantiville Road, Cincinnati, Ohio 45237.

• • •

"JUKEBOX THE GOLDEN AGE." A pictorial guide to collectable jukeboxes. 65 pictures in color. 104 pages hardbound. It's pure cream! $13.95/UPS. Jukebox Collector, 2545CB SE 60th Ct., Des Moines, Iowa 50317.

• • •

SEEBURG LPC 150, AMI 200, N 150. Johnson coin sorter & counter 295, Tennis Tourney 200, Electro Dart 100. BROWSER, 2009 Mott Ave., Far Rockaway, N.Y.

• • •

INCOME TAX SPECIALIST to musicians . . . Paul Miller 26 Court St., Brooklyn, N.Y. 11242. By mail or appointment. Tel (212) 339-0447.

MISCELLANEOUS

MOVIE MATERIAL (Posters, Stills, Lobby Cards, etc.) For sale and trade. HOLLYWOOD BOOK AND POSTER CO., 1706 N. Las Palmas Ave., Hollywood, CA 90028, (213) 465-8764.

• • •

DYNAMD POOL TABLES 4x8 - $1,000 each. 1/3 deposit & balance C.O.D. I want to buy 22 Col. Crownline Cig. Machines in good condition. Henry Adams Amusement Co. 114 South 1st, P.O. Box 3644, Temple, TX 76501.

• • •

CAT STEVENS Private Collector Wants: Records, Tapes (promotional or other), Magazine Articles, In-store Displays, Posters, Movies, Music Sheets, Books. Plus any memorabilia world wide. Genuine replies to: P. Alphors, 1107 Heaphy Terrace, Hamilton, New Zealand.

• • •

Call-In Programming On The Rise At Major Market Radio Stations

(continued from page 38)

manager at news/talk outlet WRKO/Boston, decided last September to run his own psychological talk show, hosted by Dr. Harry Sobel, every weekday between 12 noon and 2 p.m. Unlike the other shows, Dr. Sobel's usually includes guests. "He'll have on experts on psychological growth,homosexuality and teenage kids," said Fish. "Sometimes someone will just call up with a problem, but he has a guest on 80% of the time."

While Sobel may have homosexuality experts speak on his show, Fish is hesitant to run a show devoted exclusively to sex. "If they get really popular across the country, we might consider it," he said. "But Boston is different from New York and Los Angeles because of the influence of the Roman Catholic church."

Fish said that because he added Dr. Sobel's show in the middle of the Fall 1981 Arb book, it is still too early to gauge its effect on his station's shares.

Pop To Classical Featured In Second Quarter Midline Releases

(continued from page 34)

Decca Years"; Red Nichols & His Pennies, "1926-31 Rarest Brunswick Masters"; Tommy Roe, "Greatest Hits".

Polygram

Aphrodite's Child, "666"; Chick Corea, "Delphi 1"; Errol Garner, "Plays Misty"; Jerry Lee Lewis, "Sings Country Hall Of Fame Hits"; Jerry Lee Lewis, "The Killer Rocks On"; Moody Blues, "Caught Live Plus Five"; Slade, "Slayed"; 10 Years After, "10 Years After"; 10 Years After, "Undead"; Jackie Ward, "Best of Jackie Ward"; Righteous Brothers, "Greatest Hits"; Trapeze, "The Final Swing"; Trapeze, "You Are Music"; Mel Tillis, "Best Of Mel Tillis"; Johnny Rodriguez, "My Third Album"; Carolyn Mas, "Carolyn Mas"; Justin Hayward, "Songwriter"; Hayward/Lodge, "Blue Jays"; The Godz, "The Godz."

RCA

Gold Seal — $5.98: Eugene Ormandy conducting the Philadelphia Orchestra, "R. Strauss 3 Orchestral Favorites;" Jean-Pierre Rampal, "Mozart: Flute Concertos;" Andre Previn conducting the London Symphony, "Rachmaninoff: Symphony #3;" Kiril Kondrashin conducting the RCA Symphony Orchestra, "Tchaikovsky: Capriccio Italien;" Marilyn Horne, "Marilyn Horne Sings Carmen Jones;" Eugene Ormandy conducting the Philadelphia Orchestra, "Rachmaninoff: The Bells — Three Russian Songs For Chorus & Orchestra;" Eugene Ormandy conducting the Philadelphia Orchestra, "Spectacular Marches."

Best Buy — $5.98: Ronnie Milsap, "Images;" Willie Nelson, "Sweet Memories;" "Danny Davis & Willie Nelson With The Nashville Brass;" Dottie West, "Once You Were Mine;" Daryl Hall & John Oates, "X-Static;" Various Artists, "Million Dollar Memories;" Various Artists, "Music From *Evil Under The Sun*."

Real Deal — $6.98: Leslie Pearl, "Words & Music;" Paul Overstreet, "Paul Overstreet;" Fredi Grace & Rhinestone, "Get On Your Mark;" Keeper, "Untitled;" 805, "Untitled;" Lisa Hartman, "Untitled;" Plush, "Untitled;" Nantucket, "Untitled;" The Dillman Band, "Untitled;" The Jack Street Band, "The Jack Street Band."

Colorful Merchandising Aids For Home Vid Games

(continued from page 30)

nent (Mattel's hardware), built-in instruction roll for 10 games, one demo cartridge and 50 consumer brochures. Both displays require hook-up to a TV. Additional support comes from media and dealer co-op advertising.

ODYSSEY² — Calling its product "The Money Machine," Odyssey's parent company, North American Philips, stresses selling the master unit to generate profits from the cartridges. Retailers may use various display stands to show off the more than 40 cartridges packaged in bookstyle containers along with the hardware. Promotional backing includes prime time TV buys, sports sponsorships and expansive print ads.

ACTIVISION — This game company, which manufactures items for the Atari VCS system, currently has no display cases or widespread support available for its retailers. The cartridge organization is planning to boost its promotion campaigns in the near future. Activision's president, Jim Levy, is a seasoned veteran of the music industry, having formally served with GRT Corp. and Time/Life Records, and plans to market the game pieces like albums. He has noted that, just as with music labels, software firms recruit "superstar" game designers, give them an environment where they can let their creative energies flow, and then gives them help in packaging, distributing and marketing the product.

IMAGIC — The only company that just produces software for both Atari and Mattel, this beginning concern offers a 100% paid co-op program for retail outlets with point-of-purchase displays featuring the dynamically packaged cartridges. Catalogs are available to dealers, detailing the game creations that will also be promoted in a heavy media program in the second and third quarters.

Home Video Games

(continued from page 29)

The video game business is still in its infancy, according to a number of those in the industry, and it's only a matter of time before each family avails itself of the untold possibilities inherent in electronic hard- and software. There appears to exist a definite need for some type of marketplace to handle all factions of the home entertainment business, including music, games, movies and other forms of recreational amusements. United, these modes of communication may usher in a whole new era of education and epicurianism just as not to mention untold new sales for forward-thinking record merchandisers.

CASH BOX

April 3, 1982

AROUND THE ROUTE

by Camille Compasio

A number of major Bally distributors from various areas of the country flew into town to spend some time at the factory's Bensenville facility for a first-hand test of the new "Rapid Fire" machine, which resulted in quick spreading Rapid Fire "fever," according to **Tom Nieman**, marketing vice president of Bally Pinball Division. Their unanimous approval and subsequent pre-selling in the field was indeed like old times, as Tom told us. "This is the first game in a long time that has generated this kind of pre-shipment activity," he said. The machine was officially unveiled at the March 26-28 AOE convention, following which it was scheduled for full production at the plant. The Rapid Fire pin offers space combat, fast action gun mechanism, pistol grip control, unique cabinet design, eye-level display panel and much more, to entice the player who's looking for that something extra in a game. Needless to say, Bally is very enthusiastic about this piece. Also learned from Tom that Bally has another exciting pinball coming up for release very shortly.

The March 15 edition of the Chicago *Sun-Times* ran a nice photo of Midway's "Pac-Man" along with some copy about

(continued on page 62)

***KEYNOTE ADDRESS** — AMOA president Leoma Ballard is pictured giving the opening address at the 10th AMOA Notre Dame Seminar.*

Informative Sessions Highlight AMOA Notre Dame Seminar

CHICAGO — The annual AMOA Notre Dame Seminar is among the association's most popular functions and this year's event, AMOA's tenth, held March 5-6 at Notre Dame University, was no exception. Dr. John Malone, a university faculty member and a seminar participant for nine consecutive years, conducted a very informative session on What Every Operator Needs To Know About Financial Analysis.

In his presentation, Dr. Malone discussed the general economic environment and various influencing factors such as current government deficits that cause interest rates to remain high, a sluggish economic recovery with continued high interest rates and continued inflation and a continuation of high unemployment. He was quick to point out, however, that once interest rates are brought back into control our economy is "poised on the edge of the biggest boom this country has ever seen."

To illustrate his remarks Dr. Malone presented a case history example showing the financial concepts an operator should know to

(continued on page 62)

CONTENTS

Around The Route 57
Industry News 62
Jukebox Programmer 60

COIN MACHINE

Z A X

The game that puts space games in perspective.

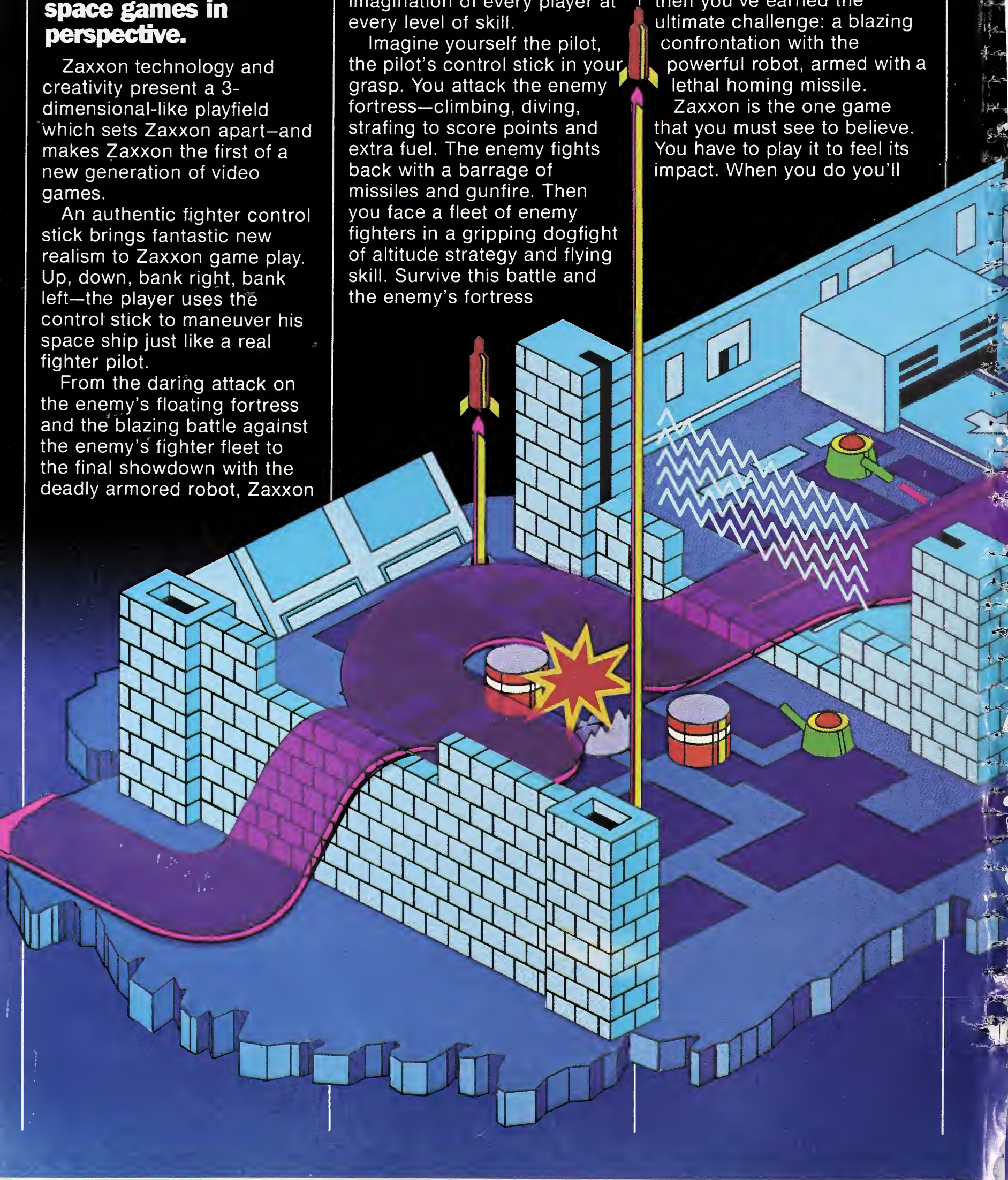
Zaxxon technology and creativity present a 3-dimensional-like playfield which sets Zaxxon apart—and makes Zaxxon the first of a new generation of video games.

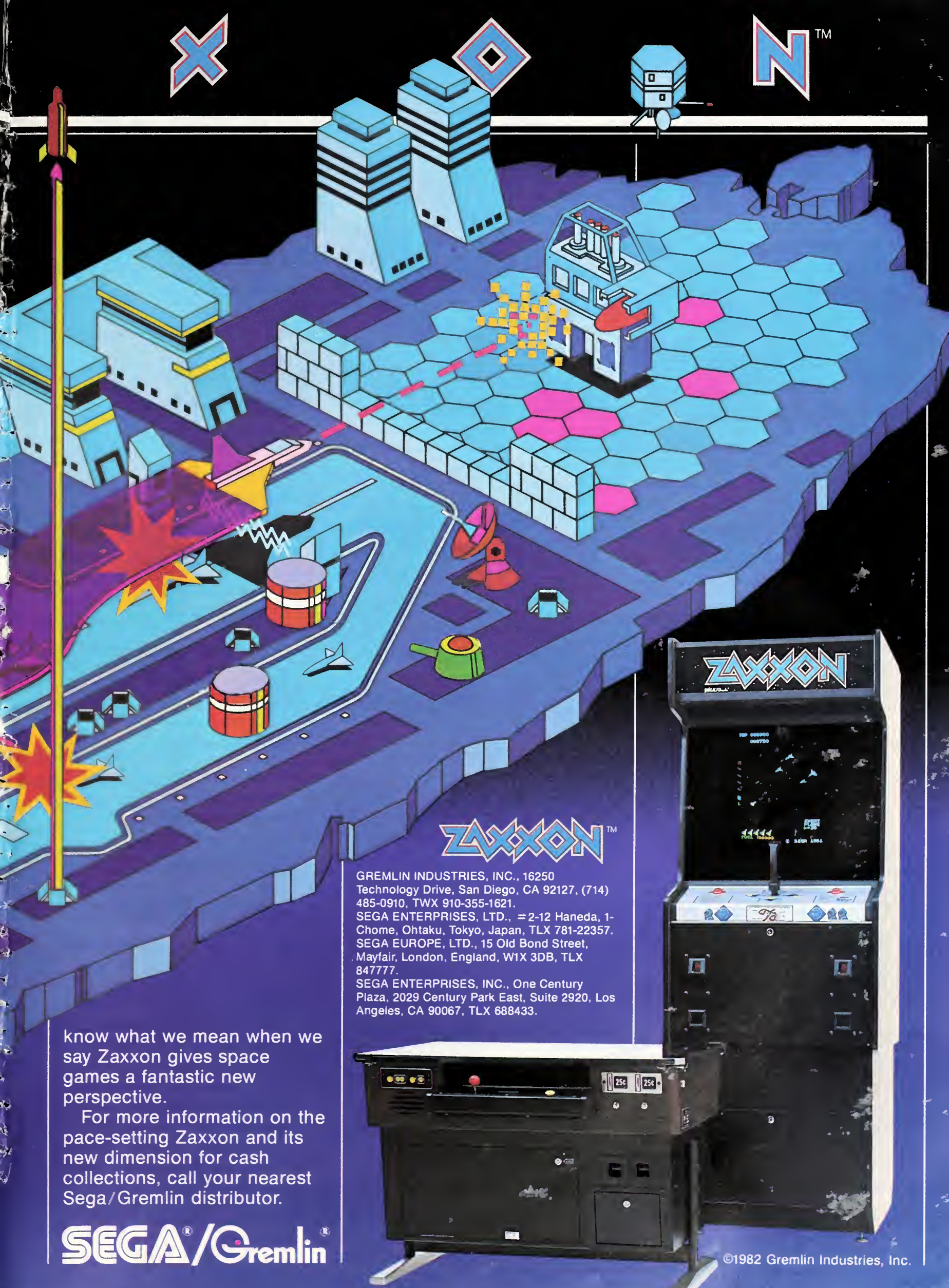
An authentic fighter control stick brings fantastic new realism to Zaxxon game play. Up, down, bank right, bank left—the player uses the control stick to maneuver his space ship just like a real fighter pilot.

From the daring attack on the enemy's floating fortress and the blazing battle against the enemy's fighter fleet to the final showdown with the deadly armored robot, Zaxxon challenges the skill and imagination of every player at every level of skill.

Imagine yourself the pilot, the pilot's control stick in your grasp. You attack the enemy fortress—climbing, diving, strafing to score points and extra fuel. The enemy fights back with a barrage of missiles and gunfire. Then you face a fleet of enemy fighters in a gripping dogfight of altitude strategy and flying skill. Survive this battle and the enemy's fortress defended with laser barriers, then you've earned the ultimate challenge: a blazing confrontation with the powerful robot, armed with a lethal homing missile.

Zaxxon is the one game that you must see to believe. You have to play it to feel its impact. When you do you'll




ZAXXON™
GREMLIN INDUSTRIES, INC., 16250 Technology Drive, San Diego, CA 92127, (714) 485-0910, TWX 910-355-1621.
SEGA ENTERPRISES, LTD., #2-12 Haneda, 1-Chome, Ohtaku, Tokyo, Japan, TLX 781-22357.
SEGA EUROPE, LTD., 15 Old Bond Street, Mayfair, London, England, W1X 3DB, TLX 847777.
SEGA ENTERPRISES, INC., One Century Plaza, 2029 Century Park East, Suite 2920, Los Angeles, CA 90067, TLX 688433.
know what we mean when we say Zaxxon gives space games a fantastic new perspective.
For more information on the pace-setting Zaxxon and its new dimension for cash collections, call your nearest Sega/Gremlin distributor.
SEGA®/Gremlin®
©1982 Gremlin Industries, Inc.

THE JUKEBOX PROGRAMMER

* indicates new entry

POP

1 **WE GOT THE BEAT**
GO-GO's I.R.S./A&M IR-9903)

2 **FREEZE FRAME/FLAMETHROWER**
THE J. GEILS BAND (EMI America B-8108)

3 **FIND ANOTHER FOOL**
QUARTERFLASH (Geffen GEF 50006)

4 **EDGE OF SEVENTEEN**
STEVIE NICKS (Modern/Atlantic MR 7401)

5 **I LOVE ROCK 'N' ROLL**
JOAN JETT & THE BLACKHEARTS (Boardwalk NB7-11-135)

6 **(OH) PRETTY WOMAN**
VAN HALEN (Warner Bros. WBS 50003)

7 **KEY LARGO**
BERTIE HIGGINS (Kat Family WS9 02524)

8 **TAKE OFF**
BOB & DOUG McKENZIE (Mercury/PolyGram 76134)

9 **MAIN THEME FROM "CHARIOTS OF FIRE"**
VANGELIS (Polydor/PolyGram 2189)

10 **DON'T TALK TO STRANGERS**
RICK SPRINGFIELD (RCA PB-13070)

11 **BABY MAKES HER BLUE JEANS TALK**
DR. HOOK (Casablanca/PolyGram NB 2347)

12 **867-5309/JENNY**
TOMMY TUTONE (Columbia 18-02646)

13 **DO YOU BELIEVE IN LOVE**
HUEY LEWIS AND THE NEWS (Chrysalis CHS 2589)

14 **'65 LOVE AFFAIR**
PAUL DAVIS (Arista AS 0661)

15 **DID IT IN A MINUTE**
DARYL HALL & JOHN OATES (RCA PB-13065)

16 **NEVER GIVE UP ON A GOOD THING**
GEORGE BENSON (Warner Bros. WBS 50005)

17 **MAKE A MOVE ON ME**
OLIVIA NEWTON-JOHN (MCA-52000)

18 **JUKE BOX HERO**
FOREIGNER (Atlantic 4017)

19 **MEMORY**
BARBRA STREISAND (Columbia 18-02717)

20 **HANG FIRE**
THE ROLLING STONES (Rolling Stones/Atlantic RS 21300)

21 **GET DOWN ON IT**
KOOL & THE GANG (De-lite/PolyGram DE 818)

22 **BOBBIE SUE**
OAK RIDGE BOYS (MCA-52006)

23 **NOBODY SAID IT WAS EASY (LOOKIN' FOR THE LIGHTS)**
LE ROUX (RCA PB-73059)

24 **THAT GIRL**
STEVIE WONDER (Tamla/Motown 1602 TF)

25 **MEDLEY: MEMORIES OF DAYS GONE BY**
FRED PARIS & THE FIVE SATINS (Elektra E-47411)

26 **DON'T YOU WANT ME**
THE HUMAN LEAGUE (A&M/Virgin 2397)

27 **MOVIE MEDLEY***
THE BEATLES (Capitol P-B-5100)

28 **ONE HUNDRED WAYS**
QUINCY JONES featuring JAMES INGRAM (A&M 2387)

29 **EMPTY GARDEN (HEY HEY JOHNNY)***
ELTON JOHN (Geffen GEF 50049)

30 **OPEN ARMS**
JOURNEY (Columbia 18-02687)

COUNTRY

1 **SINGLE WOMEN**
DOLLY PARTON (RCA PB-13057)

2 **SAME OLE ME**
GEORGE JONES (Epic 14-02696)

3 **YOU NEVER GAVE UP ON ME**
CRYSTAL GAYLE (Columbia 18-02718)

4 **ANOTHER HONKY-TONK NIGHT ON BROADWAY**
DAVID FRIZZELL & SHELLY WEST (Warner Bros./Viva WBS 50007)

5 **CRYING MY HEART OUT OVER YOU**
RICKY SCAGGS (Epic 14-02692)

6 **MOUNTAIN MUSIC**
ALABAMA (RCA PB-13019)

7 **ALWAYS ON MY MIND**
WILLIE NELSON (Columbia 18-02741)

8 **AFTER THE LOVE SLIPS AWAY**
EARL THOMAS CONLEY (RCA PB-13024)

9 **BUSTED**
JOHN CONLEE (MCA-52008)

10 **JUST TO SATISFY YOU**
WAYLON & WILLIE (RCA PB-13073)

11 **'ROUND THE CLOCK LOVIN'**
GAIL DAVIES (Warner Bros. WBS 50004)

12 **IF YOU'RE THINKING YOU WANT A STRANGER**
GEORGE STRAIT (MCA-51228)

13 **ANOTHER SLEEPLESS NIGHT**
ANNE MURRAY (Capitol P-A-5083)

14 **SPEAK SOFTLY (YOU'RE TALKING TO MY HEART)**
GENE WATSON (MCA-52009)

15 **SOMEDAY SOON**
MOE BANDY (Columbia 18-02735)

16 **YOU'RE NOT EASY TO FORGET**
DOTTIE WEST (Liberty P-B-1451)

17 **BIG CITY**
MERLE HAGGARD (Epic 14-02686)

18 **TEARS OF THE LONELY**
MICKEY GILLEY (Epic 14-02774)

19 **IN LIKE WITH EACH OTHER**
LARRY GATLIN & THE GATLIN BROTHERS BAND (Columbia 18-02698)

20 **TAKE ME TO THE COUNTRY**
MEL McDANIEL (Capitol P-B-5095)

21 **THE CLOWN**
CONWAY TWITTY (Elektra E-47302)

22 **YOU'LL BE BACK (EVERY NIGHT IN MY DREAMS)**
THE STATLER BROS. (Mercury/PolyGram 76142)

23 **IT'S A LONG WAY TO DAYTONA**
MEL TILLIS (Elektra E-47412)

24 **I'M GOIN' HURTIN'**
JOE STAMPLEY (Epic 14-02791)

25 **A COUNTRY BOY CAN SURVIVE**
HANK WILLIAMS, JR. (Curb/Elektra E-47257)

26 **NEW CUT ROAD**
BOBBY BARE (Columbia 18-02690)

27 **DON'T LOOK BACK***
GARY MORRIS (Warner Bros. WBS 50017)

28 **BAD NEWS**
BOXCAR WILLIE (Main Street B951)

29 **KANSAS CITY LIGHTS***
STEVE WARINER (RCA PB-13072)

30 **I LIE**
LORETTA LYNN (MCA-51226)

BLACK CONTEMPORARY

1 **WORK THAT SUCKER TO DEATH**
XAVIER (Liberty P-A-1445)

2 **NEVER GIVE UP ON A GOOD THING**
GEORGE BENSON (Warner Bros. WBS 50005)

3 **GET DOWN ON IT/STEPPEN' OUT**
KOOL & THE GANG (De-Lite/PolyGram DE 818)

4 **NIGHTS OVER EGYPT**
THE JONES GIRLS (Phila. Int'l./CBS ZS5-02713)

5 **IN THE RAW**
WHISPERS (Solar/Elektra S-47961)

6 **THE GIGOLO**
O'BRYAN (Capitol P-A-5067)

7 **LET'S WORK**
PRINCE (Warner Bros. WBS 50002)

8 **IF IT AIN'T ONE THING . . . IT'S ANOTHER**
RICHARD "DIMPLES" FIELDS (Boardwalk NB7-11-139)

9 **CIRCLES**
ATLANTIC STARR (A&M 2392)

10 **MAMA USED TO SAY**
JUNIOR (Mercury/PolyGram 76132)

11 **I'LL TRY SOMETHING NEW**
A TASTE OF HONEY (Capitol P-B-5099)

12 **MUST BE THE MUSIC**
SECRET WEAPON (Prelude PRL 8036-AS)

13 **THE OTHER WOMAN**
RAY PARKER, JR. (Arista AS 09)

14 **A FRIEND OF MINE**
GLADYS KNIGHT & THE PIPS (Columbia 18-02706)

15 **MAKING LOVE**
ROBERTA FLACK (Atlantic 4005)

16 **A NIGHT TO REMEMBER**
SHALAMAR (Solar/Elektra S-48005)

17 **LOVE SEASONS**
ZOOM (Polydor/PolyGram PD 2197)

18 **SHINE ON**
GEORGE DUKE (Epic 14-02701)

19 **IT'S GONNA TAKE A MIRACLE**
DENIECE WILLIAMS (ARC/Columbia 18-02812)

20 **FREAKY BEHAVIOR**
BAR-KAYS (Mercury/PolyGram 76143)

21 **HOT ON A THING (CALLED LOVE)**
THE CHI-LITES featuring EUGENE RECORD (20th Century/RCA TC-2600)

22 **JUST BE YOURSELF**
CAMEO (Chocolate City/PolyGram CC 3231)

23 **MY GUY**
SISTER SLEDGE (Cotillion/Atlantic 47000)

24 **YOU GOT THE POWER**
WAR (RCA PB-13061)

25 **BABY COME TO ME**
PATTI AUSTIN (Qwest/Warner Bros. QUE 50036)

26 **I JUST WANT TO SATISFY***
THE O'JAYS (Phila. Int'l./CBS ZS5-02834)

27 **FOREGET ME NOTS**
PATRICE RUSHEN (Elektra E-47427)

28 **LET'S CELEBRATE***
SKYY (Salsoul/RCA S7 7020)

29 **APRIL LOVE**
L.T.D. (A&M 2395)

30 **TRY JAH LOVE***
THIRD WORLD (Columbia 18-02744)

OPERATORS PICKS

Vic McCarthy (Catskill Amusements, Inc., Hurleyville)
DID IT IN A MINUTE — Daryl Hall & John Oates — RCA

Margot Green (Jones Music, Burbank)
MOUNTAIN MUSIC — Alabama — RCA

Gary Snortum (Cigarette Service Inc., Appleton)
BABY MAKES HER BLUE JEANS TALK — Dr. Hook — Casablanca/PolyGram

RECORDS TO WATCH

JUST GIVE ME WHAT YOU THINK IS FAIR — Leon Everette — RCA
ANOTHER CHANCE — Tammy Wynette — Epic
RING ON HER FINGER, TIME ON HER HANDS — Lee Greenwood — MCA
THERE'S NO GUARANTEE — Peabo Bryson — Capitol
WHERE DO WE GO FROM HERE — Bobby Womack — Beverly Glen

CASHBOX **Subscription Blank**

1775 Broadway, New York, N.Y. 10019 (212) 586-2640

NAME _____

COMPANY _____

ADDRESS: BUSINESS ☐ HOME ☐ _____

CITY _____ STATE / PROVINCE / COUNTRY _____ ZIP _____

NATURE OF BUSINESS _____ ☐ PAYMENT ENCLOSED

DATE _____ SIGNATURE _____

USA

☐ **1 YEAR (52 ISSUES) $110.00**

☐ **1 YEAR FIRST CLASS/AIRMAIL $170.00 (Including Canada and Mexico)**

OUTSIDE USA FOR 1 YEAR

☐ **AIRMAIL $185.00**

☐ **FIRST CLASS STEAMER MAIL $155.00**

Please Check Classification

☐ **DEALER**
☐ **ONE-STOP**
☐ **DISTRIBUTOR**
☐ **RACK JOBBER**
☐ **PUBLISHER**
☐ **RECORD COMPANY**
☐ **DISC JOCKEY**
☐ **JUKEBOXES**
☐ **AMUSEMENT GAMES**
☐ **VENDING MACHINES**

OTHER _____

Waylon's Back

(With Willie)

"Just To Satisfy You"

PB 13073

WAYLON

PERSONAL MANAGEMENT

Jerry Weintraub

MANAGEMENT THREE

RCA Records

AROUND THE ROUTE

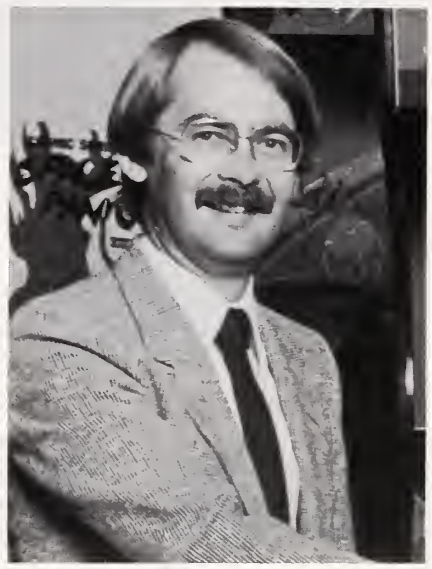
(continued from page 57)

14-year-old **David J. Christiansen,** a high school freshman from Maine Township, who scored 3,108,820 points in 4 ½ hours of play at the Howard Johnson Restaurant on Higgins Road. Is this the new champ?

The recently held Stern distribs meeting in Chicago drew just about every Stern game distributor from the U.S. as well as Canada, according to market director **Tom Campbell** — and the factory was most pleased with the turnout and the enthusiasm displayed when the new products were revealed. In addition to "Amidar," which has been in delivery for about a month, the factory gave distribs a preview of such new pieces as "Frenzy," Stern's video game that is currently being sample shipped. Initial feedback has been very encouraging, as Tom pointed out. A big hit, of course, was "Orbitor 1," the unique, new pingame that has a molded playfield which gives it a three-dimensional effect and moves the ball around in a mannner that no other pingame has done previously, according to Tom. He said distribs were very impressed with the unique artwork, the backglass design, the technology, the play features and the entire concept of the new piece. "We are very pleased by the support our distributors have shown over the past several months," Tom noted, "and with their enthusiasm for the new products we showed at the meeting." Orbitor 1 will be in sample shipment around the first week of April.

Ron Malinowski, formerly traffic manager for Bally Corp., was recently promoted and transferred to the Aladdin's Castle operation. **Jim Tondelli**, who was shipping manager, is now traffic manager at the Bally Pingame Division facility in Bensenville.

Art Warner of Betson in Moonachie, N.J., noted that business is good and the best seller list is still topped by the video biggies. Midway's "Ms. Pac-Man," Williams' "Stargate" and Gremlin's "Turbo" are very much in demand. The new Stern "Frenzy" is on the showroom floor and attracting a lot of attention. Said a quick hello to company president **Bert Betti**, who recently issued a general mailing spelling out the firm's stand with regard to bogus games and copyright infringement. Bert made it very clear that Betson believes in strong support of domestic manufacturers and feels that copied games are detrimental not only to manufacturers but to operators and distributors as well. Betson stressed that it will not service or trade counterfeit games — and we respect them for taking a stand . . . As for activities at Betson Pacific, **Peter Betti** is making plans for the big move, in about three months, to more spacious facilities at 2440 W. Pico in Los Angeles. Present business is "excellent" and Nintendo's "Donkey Kong" is a contributing factor. This game is selling just beautifully. Rock-Ola's new "Fantasy" video game is garnering exceptional test reports and Peter is very enthusiastic about this new piece.



Paul Jacobs

Jacobs Resigns As Universal President

SANTA CLARA, Calif. — Paul C. Jacobs announced his resignation as president and chief operating officer of Universal U.S.A., Inc., effective March 15. Jacobs had been with the company since January of 1980, and had served as president since July of the same year.

Kazuo Okada, chairman of the board and chief executive officer, will assume the additional title of president and Mac Sugita will remain with the company as corporate secretary and general manager. Yoshihide Okuno has joined Universal as vice president.

Jacobs stressed that his departure from Universal was an amicable one that would allow him to pursue personal interests and other opportunities within the industry. He also stated that he would do advisory and consulting work for Universal in the future.

AMOA Automates Office Records For Greater Efficiency

CHICAGO — With the growth of AMOA's membership from 1,700 in January to over 2,400, members in Dec. of 1981, the association found it necessary to convert its membership records to a data processing system that would facilitate the procedure and more efficiently serve the needs of association members.

Sandy MacNally, AMOA membership secretary, has been transferring the membership records from 5 x 7 cards to the new Pertec 2000 System purchased late in 1981. All dues billing, membership additions and changes, along with convention registration, mailing labels, and the membership directory had been performed manually up until now. The data processing equipment eliminated a great deal of manual labor. Under the new system, each member will eventually receive an audit of information AMOA has on file in order to verify the accuracy of association records.

The conversion to data processing will also simplify and expedite any specialized mailings the association puts out. For instance, should AMOA wish to disburse pertinent information to specific operating firms, one-stops, and so forth in particular areas of the country, appropriate mailing labels can be selected and processed for mailing within a matter of minutes.

AMOA is enthusiastic about the streamlining of its membership records and feels certain the consolidation of all information into one source will result in better service to the membership and greater accuracy for the association.

Atari Donates $1 Million To Help Save San Francisco's Cable Car System

LOS ANGELES — San Francisco's Save The Cable Cars campaign received a $1,000,000 gift from Atari, Inc. to bring the total generated for this cause to $7,000,000, according to Kenneth T. Derr, campaign chairman and president of Chevron, USA.

In colorful ceremonies at the cable car turnaround at California and Market Streets in the city, Mayor Dianne Feinstein participated in an "electronic funds transfer" with Raymond E. Kassar, chairman and chief executive officer of Atari. In return for the gift, the mayor unveiled a plaque on the side of Cable Car #59 showing that it had been adopted by Atari.

Prior to the presentation, with the aid of an Atari 800 Home Computer and the magic of videotape, colorful characters representing popular video game characters and a lively band rode Car #59 along the California line from end to end, stirring up spirit for the occasion.

"The cable cars are a plucky symbol of not only San Francisco, but the entire Bay Area," stated Kassar. "I'm a citizen of the city and Atari has more than 5,500 employees in this area. We're all proud to live here, and wanted to make a contribution," he added. "Our parent company, Warner Communications, Inc., is quite supportive of our efforts."

In the past few years, it has become increasingly apparent that the city's famed cable car system would have to be completely overhauled or the cable cars would have to be put to pasture permanently. The federal Department of Transportation agreed to pay for approximately 80% of the $58,200,000 project, if San Francisco could come up with the remaining $10,000,000. A group of concerned business and civic leaders then formed the Committee to Save the Cable Cars, a non-profit corporation to raise the money from the private sector. The current total is the result of that effort and includes major donations like Atari's, along with thousands of gifts from businesses and individuals from all over the world.

***REJOICE** — A one million dollar donation to help save the San Francisco Cable Cars is the cause for merriment here. Raymond E. Kassar, chairman and chief executive officer of Atari, Inc., the donor, and San Francisco Mayor Dianne Feinstein react to the jubilant crowd at the recent presentation ceremony.*

Engineering and design of the cable car project are currently underway, and the federal government has contributed $9,000,000 for this phase of the work. By September of 1982, when construction is scheduled to start, San Francisco must have raised its full $10,000,000 share.

Informative Sessions Highlight The 10th AMOA Notre Dame Seminar

(continued on page 57)

analyze his or her own business. Accurate interpretation of a balance sheet to avoid confusion between labor income (the salary you pay yourself) and capitol income (the return on your investment) was fully covered.

He went on to explain the term "bottom line" which, he said, is often miss-applied. Profit related to the balance sheet is the bottom line or, put another way, the bottom line is the operator's return on his net investment, according to Dr. Malone. He also outlined the factors needed to do a financial analysis, showed operators how to make future business related projections and how to examine sales productivity and manpower efficiency as well as providing a clear idea of return on investment and just how much each service stop is costing to help eliminate non-profitable locations.

During the second half of the opening day's program, Dr. Malone expanded his presentation into the subject of Developing Effective Marketing Strategies In The Music And Games Industry. He discussed what he termed the "changing market" and the need for operators to adjust to the changes. Various suggestions were made to help operators expand their market through advertising and public relations programs.

Motivating And Directing Your Employees was the subject covered by Dr. William P. Sexton, who is also familiar to AMOA members for his past participation in the annual seminar. Dr. Sexton advised operators that in order to motivate their employees they must first motivate themselves and apply what he called "targeting in on success," meaning to start each day with a set of goals to accomplish. These goals could pertain to personal development, boosting the morale of another person or resolving a tension issue (such as habitual tardiness on the part of a service man or staff member). He also stressed physical fitness as an important factor in contributing to creativity and relieving stress.

AMOA has scheduled an Advance Management seminar at Notre Dame on April 2 and 3 when the recently completed Cost of Doing Business Survey will be highlighted.

Sega, Coleco Announce Distribution Pact

LOS ANGELES — David Rosen, chairman and chief executive officer of Sega Enterprises, Inc., and Arnold C. Greenberg, president and chief executive officer of Coleco announced that an agreement has been reached for Sega's Japanese subsidiary, Sega Enterprises, Ltd. to become the exclusive distributor in Japan for the ColecoVision video game system and game cartridges beginning in 1983.

Sega and Coleco had reached an earlier agreement for Coleco to license certain of Sega's most popular coin-operated video games to develop home video game cartridges for the ColecoVision system and also for the Atari Video Computer System and Mattel's Intellivision.

"Sega's strong technological knowhow and 25 year history of creativity in arcade game design, together with Coleco's demonstrated merchandising skills and distribution capability should enable both companies to maximize the exciting opportunities in the home video game area," Rosen and Greenberg noted that "Sega's strong and well respected position in the Japanese marketplace should facilitate a successful introduction for the ColecoVision system in Japan in 1983."

THIS COIN SLOT STOPS SLUGS

BECAUSE NOTHING FITS EXCEPT Q-BITS.®

Q-BITS® ..... the remarkable new keyed token system from Roger Williams Mint. It stops slugs, coins and unauthorized tokens. In fact, nothing will pass through it except a specially keyed Q-BIT token. There are a wide variety of key combinations available, and every buyer gets exclusive rights to one of them (within a 150-mile radius).

Conversion to Q-BITS is simple and inexpensive, whether you now use conventional tokens or not. Stock Q-BITS can be delivered in just two weeks. Personalized custom Q-BITS in ten weeks. For prices and information, call toll free: (800) 225-2734. In Massachusetts, call (617) 226-3310. Or write:

Roger Williams Mint™

Department K-10 Northwest Industrial Park
79 Walton Street, Attleboro, MA 02703

MAGICAL BANKING MAKES MAGICAL MUSIC FOR THE ENTERTAINMENT INDUSTRY!

WELCOME NARM MEMBERS!

CONTACT OUR ENTERTAINMENT DIVISION:

TOM KEMPF
213 • 557-2861

•

ART STRIBLEY
213 • 271-3346

FIRST
LOS ANGELES
BANK
Member FDIC